# 11HOGRAPHY



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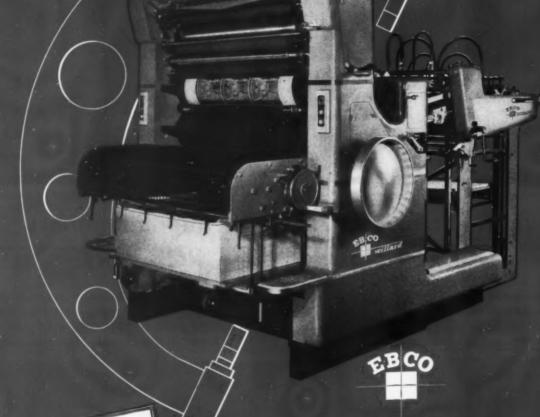
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BOSTON 88 Broad Street ROBERTS & PORTER, INC.

In Canada, it's THE CANADIAN FINE COLOR CO., with offices at Toronto and Montreal.





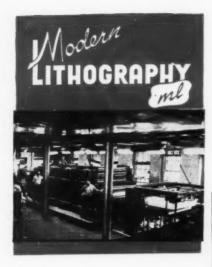


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### THE COVER

Said to be the world's largest offset press from the standpoint of sheet size, this four-color Miehle 76" is one of several such giants now running. It is located in the Brooklyn plant of U.S. Printing & Lithographing Co. It takes a sheet 52 x 76". L to R. are Walter Baltryn, press foreman; Walter Baltryn, Jr., (behind him); Frank LaMotte, pressman; Joseph Kubilius (at top); and Philip Rakiski in foreground.





ROBERT P. LONG Editor

IRENE H. SAYRE Technical Editor

THOMAS MORGAN Business Manager

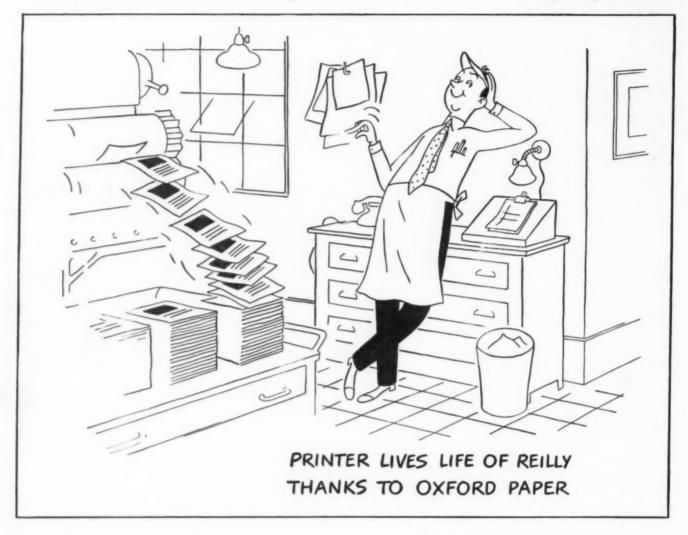
Address all correspondence to 254 W. 31st St., New York 1, N. Y.

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THIS printer is running an offset job on Oxford Maineflex Enamel—and with a paper like that, you can take it easy.

In fact, all Oxford papers lighten the problem of turning out a good job. That goes for offset, gravure or letterpress—and Oxford makes many grades of coated and uncoated papers which assure easier handling and better on-the-press performance.

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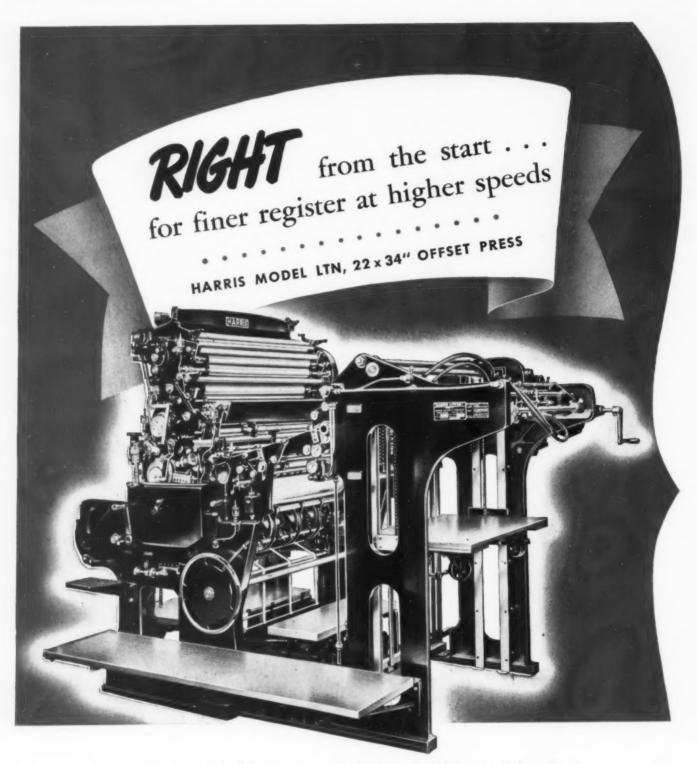
Included in Oxford's line of quality printing and label papers are: Polar Superfine Enamel, Maineflex Enamel Offset, Maineflex C1S Litho, Mainefold Enamel, White Seal Enamel, Engravatone Coated, Carfax English Finish, Super and Antique, Aquaset Offset and Duplex Label.

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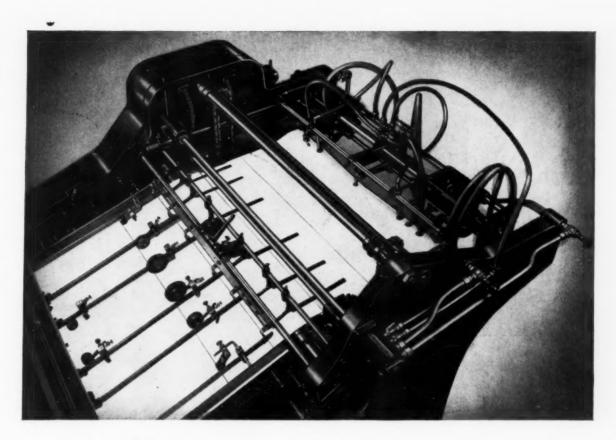
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· A... MAY WE WISH THE PRODUCERS OF COLORFUL AND EFFECTIVE LITHOGRAPHY A CONVENTION OF OUTSTANDING ACHIEVEMENT AND BENEFICIAL RESULTS. TOWARD THAT END OUR FACILITIES ARE YOURS TO COMMAND. Sinclair and Valentine Charcotte and Valentine Charcotte SERVICE FROM COAST TO COAST Come 11 subjects in ZEPHYR and conventional offset inks.



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# International HALFTONE Screens

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# Pulp, Paper And Printing Uiz

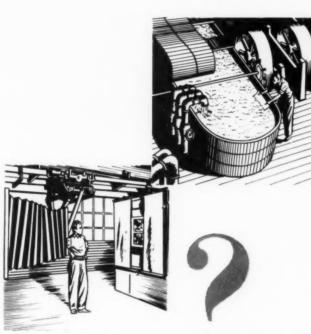






#### What are Pulp Screenings?

- A. Coarse wood pulp used in making paperboard and coarse papers
- B. Wire screens on pulp digesters
- C. Hardwood pulp used for making paper screens





### 2 Bond Circular Paper is:

- A. A vellum finish good quality paper for advertising bond issues
- B. A #4 sulphite bond used for inexpensive circulars
- C. Bond paper cut into circular shapes

Here are the right answers.

- 1. Coarse wood pulp used in making paperboard and coarse papers
- A vellum finish good quality paper for advertising bond issues
- The most widely used kithographic plate made with camera negatives

### 3 What is an Albumin Plate?

- A. A special deep-etch lithographic plate for long runs
- B. The most widely used lithographic plate made with camera negatives
- C. An albumin treated film

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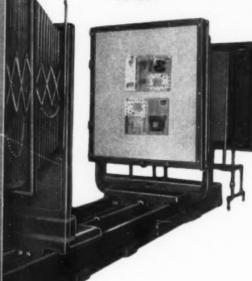
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RUTHERFORD MACHINERY



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Introducing a new service to American business by the producer of fine business paper watermarked... Fox River

Not just the finest paper ...

2 Not just the quality printing ...

3 Not just the expert typing ...

The Real Pay is what

\*IT TAKES ALL 4 FOR MONEY-MAKING MAIL

Here is how Fox River's smashing new campaign to sell quality printing on fine paper "by Fox River" will build bigger profits for you!

In ads similar to this, Fox River is telling your customers about its new Better Letters Division and series of valuable booklets on how to write Money-Making Mail.

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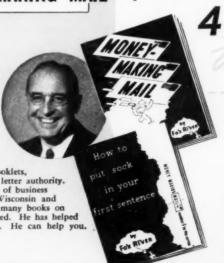
Cotton-fiber Bond, Onion Skin and Ledger "by Fox River" — crisp, clear and sturdy fine papers that do justice to quality printing.

It's the natural way to help you sell better letterheads — by selling better letters to your customers who read Time, Business Week, Newsweek, Nation's Business, U. S. News, Printers' Ink and 9 other magazines — total circulation over 3,800,000 consumers and read by many more.

Get free copies of the *Money-Making Mail* booklets for yourself. See how they are helping you to bigger profits through more orders for all forms of business stationery, printed on fine paper "by Fox River." Mail coupon.

Dr. Robert R. Aurner Director, Better Letters Division Fox River Paper Corporation

Author of the Money-Making Mail booklets,
Dr. Aurner is a nationally-recognized letter authority.
For 18 years he was ranking professor of business administration at the University of Wisconsin and member of the Lecture Bureau. His many books on the art of letter writing are widely used. He has helped thousands of successful business men. He can help you.



4 WAYS TO BETTER LETTERS

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FINE PAPERS

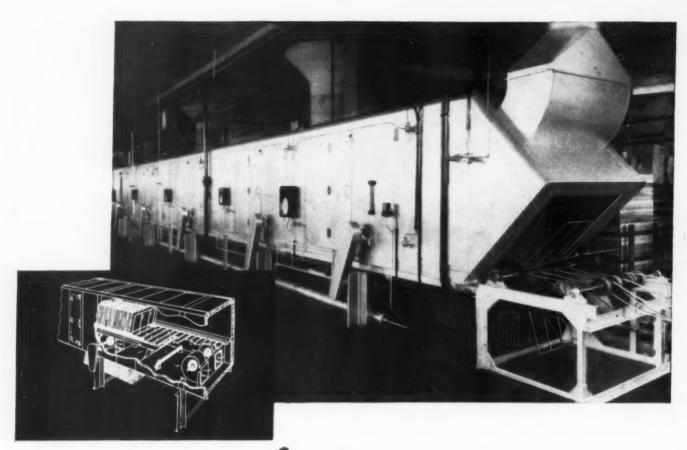
APPLETON, WISCONSIN

Please send me booklets on "Money-Making Mail".
I'm attaching our letterhead with this coupon.

Name

Street Address....

City.....State....



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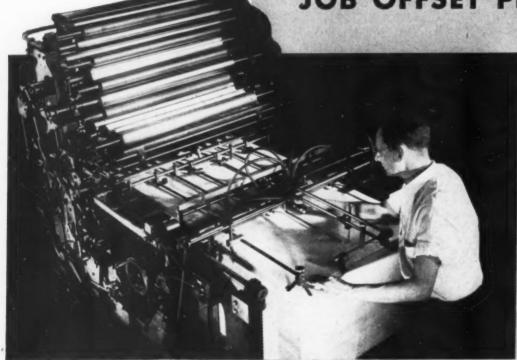
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No EFFORT has been spared, in redesigning the ATF Chiefs, to make the pressman's work still easier and quicker, to give simpler and surer control over quality, and to reduce stoppages to the very minimum . . . important points all, when you realize that the majority of commercial offset jobs lie within the size range and abilities of the three ATF Chiefs.

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A hearty welcome to members, officers and guests attending the Sixteenth Annual Convention.

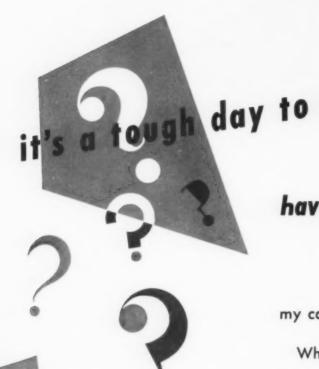
On this occasion, Fuchs & Lang wish to express their gratitude to the National Association of Photo-Lithographers for the progress they have achieved on behalf of the industry.



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# ough day to do

have you ever asked yourself:

What does it cost me to operate my camera, my 17 X 22 or 22 X 34 press equipment?

Where can I obtain a schedule of comparative wage information for the lithographic industry?

Where can I secure trade custom precedents on ownership of lithographic plates and negatives, etc.?

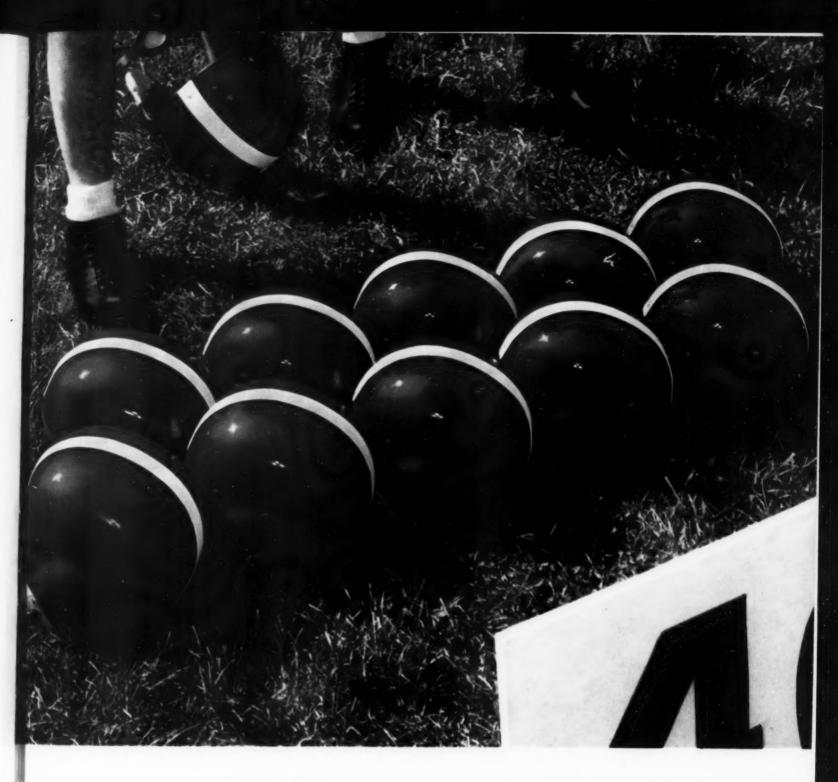
How can I keep up-to-date on employee sickness and accident insurance plans, governmental regulations, etc.?

What is the best source of lithographic trade information to keep me fully informed of what changes are taking place to ultimately affect my business?

The way to secure answers to these questions and others is to join the fast growing NAPL. Try it for a year . . . we know you'll stay indefinitely.

NATIONAL ASSOCIATION of PHOTO-LITHOGRAPHERS





UNIFORMITY... Sales results are once again the measure of printed advertising and good printing is more important that ever. Without it, messages suffer, and so do carefully budgeted advertising dollars. For this reason, MAXWELL OFFSET—and the uniform printing qualities its users have come to expect—is first choice more and more often. This earned confidence is the reason why some of the finest advertising printing in America appears on MAXWELL OFFSET.

HOWARD PAPER MILLS, INC. . MAXWELL PAPER COMPANY DIVISION, FRANKLIN, OHIO

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For uniformity—in finish, in ink consumption, in whiteness or color conformity



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"THE NATION'S

BUSINESS PAPER"

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of light Volume

and constant color temperature...

ESSENTIAL TO PRODUCTION OF HIGH

QUALITY WORK...

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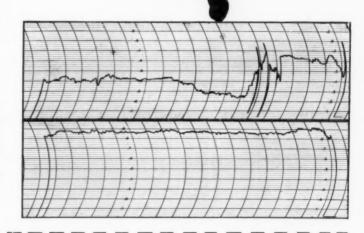
The top graph shows fluctuations in the visible light energy during a four minute operation with a conventional flaming arc lamp.

The bottom graph shows fluctuations in the visible light energy during a four minute operation with the Grafarc.

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Use this coupon for convenience in obtaining literature.



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Please send free literature and prices on the new Strong Grafarc High Intensity Arc Lamp.

City State

# Why should we join the NAPL?

AFAIR QUESTION - one that every thinking Lithographer might well ask.



The National Association of Photo-Lithographers constantly searches for improvements in the lithographic industry ... helps you keep abreast of the latest developments in your field ... enables you to analyze your own problems and find their solution ... establishes a yardstick for measuring the costs and profits in your plant.

We are in a position to serve the industry with relation to . . .

TRADE CUSTOMS—LABOR RELATIONS—BUDG-ETED HOURLY COSTS — UNIFORM ACCOUNT-ING AND COST SYSTEMS — INDUSTRY PRAC-TICES — PERSONNEL RELATIONS — BULLETIN SERVICE.

Join with us right now, so that together we will have a united front to further the lithographic industry.

### THE TREND IS TO NAPL!

The National Association of Photo-Lithographers is proud of its steadily growing list of progressive members. From a small handful in 1932 to 345 is no accident. Yes, the trend is to join NAPL.



N	Association	of Dhata Li	4b
1776 Bro	adway, New	York 19, N.	Y.

#### Gentlemen:

We are interested in sound cost factors for our plant. Please send full particulars on how we may avail ourselves of the Association's services.

Our press equipment is as follows:

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Address ...

City & State ...

# NATIONAL ASSOCIATION OF PHOTO-LITHOGRAPHERS

1776 BROADWAY

NEW YORK 19, N. Y.

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Exactly uniform, exactly correct

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D. M. RAPPORT, Pres.

Federal at 26th Street

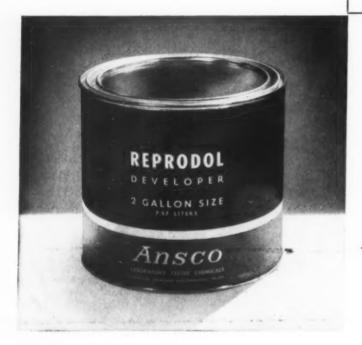
CHICAGO

# Must be within a 64<sup>th</sup> of an inch...



Picture made at United States Printing and Lithograph Company

This Oswego High Die Cutting Machine cuts in lifts of 500 sheets. If the operator makes an error of a 64th of an inch in checking these lifts, he can ruin all 500 sheets. Naturally, therefore, he must be a highly-skilled, highly-paid craftsman.



# So small items like this are important!

ITH your operation depending on expensive craftsmen and machinery, it's important that you do everything you can to economize on their time and increase their efficiency.

And even such a small budget item as photographic developers can help towards this end.

Supply your photographic department

with Ansco Reprodol developer. You can count on it to produce better results day in and day out.

Reprodol gives high contrast—sharp, coal blacks—window-clear whites. That means negatives that are easier to work with all down the line.

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Ansco, Binghamton, New York.

A Division of General Aniline & Film Corporation.

ask for Ansco graphic arts products

# 4 reasons why Improved Hammermill Bond means reorders for you!



**1.** Hammermill Bond's brighter white makes your printing jobs stand out with new sharpness...one reason why it leads to profitable repeat orders. When you examine it, you'll agree it's better today than ever before in its long history.

2. Your letterhead customers like the cleaner, clearer finished work their typists turn out on this paper ... and the way it takes quick, clean erasures. No need to type over the whole letter because of one mistake ... that saves them time and money.

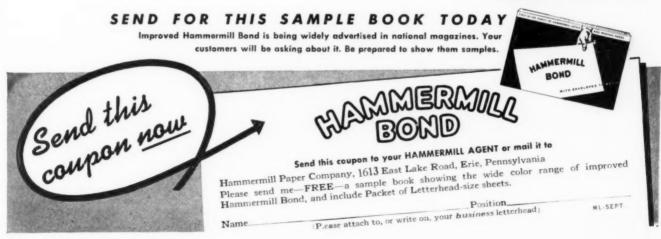


The state of the s

**3.** Experienced buyers of printing like improved Hammermill Bond's smooth, glare-free surface . . . its uniform strength and dependability. That's a third reason why they say "more of the same" when you place jobs on it for them.

4. And you'll like the sturdiness of this improved sheet, and the way it performs on your presses. Select it for business forms, 4-page letters, letterheads, second sheets, enclosures. See why thousands of printers use it regularly today.







FROM 1815 TO 1856—and even later—printers everywhere were experimenting with new, different and unusual compounds in an effort to make better roller composition.

Using glue and molasses as a base, they tried first tar, then India rubber, fat, fish oil, shoemaker's wax and even plaster of paris. It was guesswork...every printer for himself...each with his own formulae, his own methods. The results were often erratic...good one day, unusable the next. There was no standardization, no dependability.

It was in 1826 that Sam'l Bingham entered this picture. He, too, experimented with rollers

and arrived at a number of sound conclusions. Then in 1847 he opened his own shop.

AND PLASTER OF PARIS!

Experimentation in the Bingham shop was not the hit or miss, by guess and by golly proposition that it was with individual printers. Bingham was a specialist...with a specialist's dream of perfection. He prospered.

Today, with the aid of modern technologies, his successors, SAM'L BINGHAM'S SON MFG. CO., with sixteen centrally located factories, carry on the continuous search, begun over 100 years ago, to provide the American graphic arts industry with the finest possible product, always delivering the "right roller at the right time"!

OVER ONE HUNDRED YEARS OF ROLLER MAKING

#### FACTORIES

ATLANTA 3 DES MOINES 2
CHICAGO 5 DETROIT 10
CLEVELAND 14 HOUSTON 6
DALLAS 1 INDIANAPOLIS 2

SAM'L BINGHAM'S SON MFG. CO.

MANUFACTURERS OF

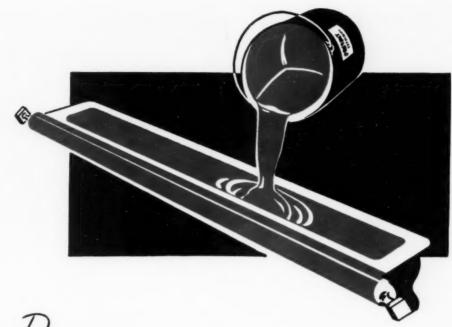
PRINTERS' ROLLERS

LITHO-OFFSET ROLLERS

#### FACTORIES

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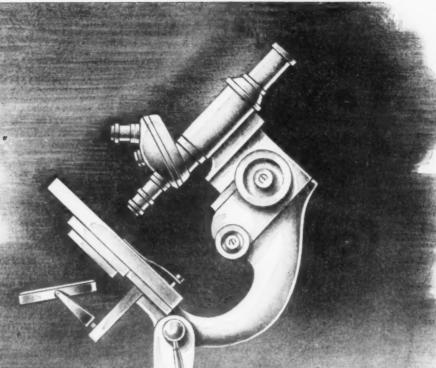
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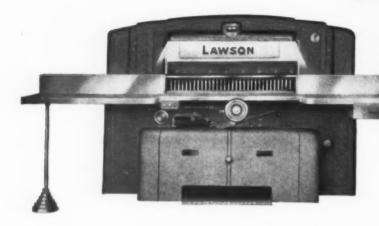
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## guest editorial

#### Good selling, sound costs, fair labor relations - first requisites

#### By Walter E. Soderstrom

Executive Secretary,
National Assn. of Photo-Lithographers

HAT are the vital problems ahead for lithographic management? Competition now is keen, with many buyers in the saddle. This should quickly bring into sharp focus the need for complete accurate cost information on plant operations. Every lithographer should have or install a Uniform Accounting and Cost System in his plant. Such a system should provide upto-date accurate information to build hourly costs for all departments, production standards for all work operations, so both the plant owner and the estimator know for a certainty, on any job estimate, whether the lithographer will make or lose money. In a buyer's market the tendency is for a lithographer, particularly if he has no information on specific costs in his own plant, to lower his estimating rates and to disregard production standards in order to bring work into his plant.

The second problem which faces every lithographer is that of bringing the desired volume of the right kind of business into the plant. Volume no longer flows into a plant. Selling today is a "must." There is no easy way of building salesmen. In many cases, when the lithographer is loaded with profitable work, he sees no need for training salesmen. When volume and prices are low he tries to pick up a salesman and with little or no training put him right into the field. Good lithographic salesmen

are always at a premium. While the need may be great for a good salesman today, you can be sure it will be much greater as competition becomes keener. Every lithographer should be training salesmen to fill both today's and tomorrow's needs.

The third problem is that of properly handling industry relations. Labor relations in this industry is an everyday around-the-clock fulltime job. Every lithographer in the industry, so it seems, is anxious to secure the most competent help available. Lithographers outbid each other in the short supply to a point where premium wages no longer represent compensation for skill and performance over and beyond the normal, but rather the commonplace. Apprentices, in-shop or in-school training, upgrading and close supervision—these are grass root problems for an experienced labor relations man. It is exceedingly important to see that in granting shorter hours, higher wages and better working conditions that the employees in return grant greater productivity. Labor relations, if not handled efficiently, can make or break a lithographic plant.

Good selling, sound costs and fair labor relations—these are first requisites of sound management. The days ahead will call for careful planning, sound management and an abundance of that uncommon thing called common sense.

## NAPL CONVENTION

#### NAPL OFFICERS AND STAFF MEMBERS



Charles E. Mallet, president of NAPL is head of the offiset division of Rand Avery-Gordon Taylor, Inc., Boston



George C. Fetter, Jr., of Fetter Printing Co. ,Louisville, Ky., is vice-president of the Natl. Assn. of Photo-Lithographers



Penn R. Watson has served as treasurer of NAPL for a number of years. He is head of William J. Keller, Inc., Buffalo, N. Y.



Walter E. Soderstrom has been the executive head of the association since its inception over fifteen years ago.



William J. Stevens, NAPL secretary, also serves as executive secretary of the Natl. Assn. of Litho Clubs, quiz sponsors.



E. Ames Hilperts, a Certified Public Accountant, joined NAPL about a year ago as a litho cost analyst and statistician.

## PROGRAM, SEPT. 15-18

THE annual convention of the National Assn, of Photo-Lithographers, together with its exhibit of lithographic equipment and supplies was being readied early in September for its opening in Cincinnati on September 15. The convention, at the Netherland Plaza, was to run four days, through Saturday, September 18.

A special train for convention attendants was arranged to serve New York and intermediate stops, and a special car was arranged by the Baltimore Litho Club on the B & O Cincinnatian.

The opening convention session was scheduled for 2 p.m. September 15 in order to allow time for those arriving on special trains that morning to complete hotel arrangements.

The convention program, as outlined on September 1, was as follows:

#### WEDNESDAY, SEPT. 15-2 P.M.

Where Do We Go From Here?

Charles E. Mallet, President, NAPL and Manager Lithographic Division of Rand Avery-Gordon Taylor, Inc.

Heading Up A Sales Program

A. J. Fay, Vice-President in charge of Sales, National Process Co., Inc.

Costs In Lithography
Frank R. Somers, C. P. A.

Air Conditioning In Lithography Russell R. Gannon, President, Russell R. Gannon Co.

#### THURSDAY, SEPT. 16-10 A.M.

Lithographic Labor Relations
Walter E. Soderstrom, Executive
Secretary, NAPL

Present Day Trends in Employee Benefit Plans

I. Austin Kelly, III, Director, National Employee Relations Institute

LTF Moves Ahead
Don Black, President of LTF and

Assistant to the President, Western Printing and Lithographing Co.

#### 2:30 P.M.

Aptitude Tests For New Employees
Jack Klein, President, The Klein
Institute for Aptitude Testing, Inc.
Introduction of New Harris-Seybold
Movie, "A Better Run for Your Money"
John W. Wiley, chairman of the
board, Fuller & Smith & Ross, Inc.

#### Convention Report In October Issue

The October issue of Modern Lithography will carry a complete report of the NAPL, Cincinnati convention, together with a list of officers and directors as elected at the annual business meeting.

#### FRIDAY, SEPT. 17-10 A.M.

Job Control in The Small Plant Rex G. Howard, President, Howard Company

The Trade Platemaker's Place in the Lithographic Industry

Angelo Pustorino, Vice-President, Daniel Murphy & Co., Inc.

Management's First Duty: Management

Arthur Wetzel, President, Wetzel Brothers

#### 2:30 P.M.

What Constitutes Success?—Profits? Quality?—Size?—Or Pride of Ownership?

John Williams, President of Printing Industries of Philadelphia and President of Williams & Marcus Company Kodak Process Ektar Lens

Victor W. Hurst, Manager, Graphic Arts Sales Division, Eastman Kodak Co.

The Kemart Color Separation Method Frank P. Adams, President Kemart Corporation

SATURDAY, SEPT. 18, 9:30 A.M.

All day technical forum conducted by the National Assn, of Litho Clubs. Questions and answers on lithographic production problems. Evening-Annual Banquet. Conclusion.

#### LIST OF EXHIBITORS

American Type Founders Sales Corp. Russell Ernest Baum, Inc. Sam'l Bingham's Son Mfg. Co. Bourges, Inc. Bridgeport Engravers Supply Co. Champion Paper and Fibre Co. Chemco Photoproducts Co., Inc. Consolidated Photo-Engravers Equipment Co. Ralph C. Coxhead Corp. Craftsman Line-Up Table Corp. E. I. du Pont de Nemours & Company Eastman-Kodak Company Electron Lithoplate Corporation Electronic Mechanical Products Co. Fuchs & Lang, General Printing Ink Div. Arthur H. Gaebel, Inc. Godfrey Roller Company The Haloid Co. Harris-Seybold Company Philip A. Hunt Company Ideal Roller & Mfg. Co., Inc.
International Printing Ink Division, E. P. Lawson Co., Inc. Macbeth Arc Lamp Company Mallinckrodt Chemical Works McKinley Litho Supply Co., Inc, George Murphy, Inc. Norman-Willets Graphic Supply Company Nygren-Dahly Company Phillips & Jacobs Harold M. Pitman Co. Roberts & Porter, Inc. R. R. Robertson Rutherford Machinery Division Sinclair & Valentine Co. Strong Electric Co. The Takk Corp. Vandercook & Sons, Inc. Zarkin Machine Co., Inc.

LL lithographic production managers know that high production and the necessary profit on operations depends upon a multitude of closely supervised steps. This article deals with but one of these steps, but one which is much more important than many plant managers realize. It is often the undetected cause of costly delays in the pressroom and sometimes actual stoppages of presses for hours or even days. The delays or stoppages are occasioned primarily because of certain deficiencies in the quality of jobs being run. Naturally a quality standard must be maintained and there is no point in continuing to run off a job that will not be acceptable to the customer. So, after unsuccessfully attempting to correct the condition by the normal readjustments that can be made with the press in motion, the press is stopped. Plate, blanket, roller setting, and ink are checked in turn, but the trouble persists. For example, the indications of trouble might be one of the following; a difference in color density between top and bottom; overcrowded halftones and starved solids on the same impression; muddy halftones despite color density; or spots or "hickies" as they are commonly called. After checking the more common causes of trouble, the manager may conclude that something more basic is wrong-the press, plate, blanket, roller or ink-something which he or his pressman cannot determine or correct. So a fast call goes out to the equipment maker or supplier for immediate assistance. Production stops while each of these possible sources of trouble is checked by representatives of the suppliers. Often days go by before the elusive cause is determined and the simple remedy ap-

#### Clean Rollers May Be Answer

This simple remedy, many times, is a thorough cleaning of the inking rollers to remove dried ink film which accumulates even with regular normal roller washing. "Dirty rollers,?" you say, "why we clean ours just as well as the average plant does." Maybe so, but you would undoubtedly be interested in cleaning them better if it

One Way to Increase

— by PROPER

would enable you to avoid costly delays and shutdowns as described above, and which nearly every plant has experienced. But perhaps you are one of the few who profit from a pre-

#### Acknowledgement

Modern Lithography acknowledges the assistance in the preparation of this article of the following authorities who contributed factual data from their specialized experience:

William J. Stevens, Secretary, Natl. Assn. of Photo-Lithographers

Norman L. Rowe, Vice President, Ideal Roller & Mfg. Co.

Peter Rice, Service Manager, Printing Mchy. Div., Electric Boat Co.

cautionary cleaning policy. Let's look into this further.

You are using a reputable brand of inking rollers. They have been in the press several months let us say, and have been washed regularly and, you believe, thoroughly. They still look the same as they did when you put them in the press and not a flaw in the surface is visible. Nevertheless they are likely to be very dirty, in that the surface has accumulated a thin film of dried ink, which is a very poor medium for the proper distribution of fresh ink to a plate. ("How can this be?," you ask.)

When rollers are washed, they are flooded with an ink solvent which dilutes the ink. With each application of solvent you obtain further dilution but you never completely remove all ink from the roller surface. It would take an infinite number of washings to remove all the ink, and no plant

can afford to engage in an unending washing process. So, you get them as clean as you can and shut down for the night. During the night, after the solvent completely evaporates, the infinitesimal residue of ink left on the rollers oxidizes and dries just as it does on the paper. Each day this cycle is repeated until finally a very thin but measurable film of dried ink has formed on the surfaces of your rollers which is not soluble in ordinary washup solvent. This type of roller surface is not at all suited to the lithographic process, and its effect will soon show up when that job is put on which will not reproduce to standard quality. Perhaps small pieces of this film begin to break away and cause "hickies." Unless you have gone through the mill and immediately know the answer, you might suffer costly production delays before someone comes along with the solution to your problem.

#### Fine Cracks Develop

Roller manufacturers are turning out better rollers today than ever before but are still urging roller cleanliness. This effect is not dedicated entirely to long roller life, although it is certainly true that rollers will last much longer if kept free of dried ink film.

If a film is allowed to get too thick the surface will gradually develop a series of fine hairline cracks which will carry down into the roller material itself and necessitate grinding off some of the roller covering. Perhaps you are proceeding on the theory that at today's high labor cost it is cheaper to replace rollers more often

# Production and Profit Roller Care

than it is to spend the man hours required to keep them clean and realize maximum roller life. But how about the man hours and machine hours lost when dirty rollers interrupt a production schedule? Many, but not nearly enough, lithographers have decided in favor of clean rollers, and this is what they do to keep them clean and to avoid production and profit losses: First of all they insist upon thorough daily cleaning with the washup solvent, and customary secondly, they remove all rollers from the press periodically for the purpose of removing whatever film has started to form on the surface.

#### Smooth, Slick Rollers

When a roller has started to accumulate an ink film it presents a smooth, slick, glassy surface devoid of any tack. A thick film will actually show wrinkles if the surface is pinched together, much like the skin on your hand. How frequently rollers should be removed for bench cleaning depends upon many factors, and each plant must determine the proper interval by watching the film forming rate of its operations. If heavy bodied, quick drying inks are used it may be advisable to remove the ink film every ten days; when softer, slower drying inks are used, the interval may be extended.

When you have determined the length of time required in your plant to develop a perceptible film, make it a rule that all rollers be removed from the presses for bench cleaning periodically somewhat short of this interval. Although the condition of the surface of the ink distributor and ductor roller

is not quite as important as is the condition of the surface of the form roller it is recommended that all rollers be removed periodically for film removal. If only form rollers are removed a film will gradually thicken on the surfaces of the distributors and ductors, and might ultimately lead to "hickies," caused by small particles of film breaking away from the distributors and being carried by the forms to the plate. The labor cost of periodically removing rollers for film removal pays big dividends, many lithographers say.

#### **Experimenting Dangerous**

When you get the rollers out of the press, use whatever method your roller manufacturer recommends for film removal. Do not experiment on your own with high powered solvents, as many, such as turpentine for example, are extremely detrimental to the roller material, whether vulcanized oil or synthetic rubber.

If a program of periodic bench cleaning is installed in your pressroom the film accumulation will never reach serious proportions. The best method to employ for its removal is to hand rub the surface of each roller with fine powdered pumice stone on a rag. or a small piece of heavy felt saturated with denatured alcohol. Clean in this manner using long even strokes until the original color and resilient, tacky, pliable feel of the roller material reappears. If any ink has dried on the ends of the rollers clean this off at the same time. If, after reading this article, you decide it might pay to try it out, and you find upon examination that your rollers have developed a

heavy film of ink on their surface, you will find it necessary to use a more effective method to remove this heavy film in order to get started on your program.

#### How to Remove Film

One such method is by the use of ordinary houshold lye. Mix four tablespoonfuls to a pint of water and apply to the rollers by dipping a pad of fine steel wool into the lye solution, being sure to use rubber gloves to protect the hands. Rub the surface evenly and briskly in long strokes until the original color and texture of the roller material reappears. Do not use the steel wool too harshly and be sure to rinse and wipe off all particles of steel wool from the roller before replacing in the press. It is very important that all particles of steel wool be removed from the roller as any remaining particles will very likely scratch the plate. There are strong non-inflammable and non-toxic cleaning solvents which can be obtained for the removal of ink films, and which are preferred by many lithographers to the methods recommended above. Consult your roller manufacturer for information on a suitable solvent for this purpose and follow his recommendation.

Another new development that comes well recommended by many lithographers who have had experience with it is the daily use of a film prohibitor known as "Vitene," which is available from several sources. A very small daily application of this inexpensive chemical on rollers and also blankets is reliably reported to be very effective in preserving the original texture of the surfaces and delaying the formation of ink film.

The entire lithographic process hinges upon the contact of a series of surfaces. Hence the condition of the surface of the rollers is just as important as is the condition of the plate surface, the blanket, or the paper, and one easy way to maintain high production and realize a profit on such production is to keep the surface of your rollers clean. Unless you are one of the progressive minority who have found this out already, we suggest you give it a trial in your plant.

## Producing a Display

By Gurdon Simmons

Einson Freeman Co., Long Island City, N. Y.



Salesman Al May and art director Alex Stauf of Einson-Freeman discuss the idea and layout for a new lithographed display before sending it on its way through the many steps necessary in producing an attractive lithographed sales piece. Girl in background is part of a completed display.

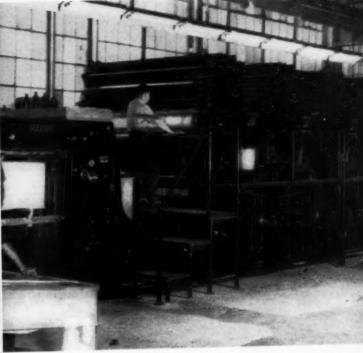


Many parts of the same display, and even parts of several displays are ganged up on the big press sheets to be die-cut later. Some jobs require racking of sheets as shown in background. Two executives inspect sheets here before the die-cutting operation.



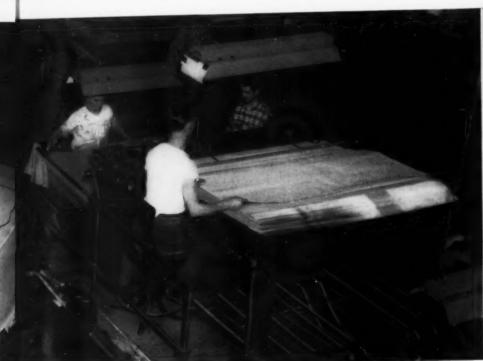
Die-maker Frank List puts the finishing touches on the pattern of a new die which has been made to register with the printed sheets. Note that several easels, to be mounted on the backs of the displays as supports, are also worked into the closely figured die arrangement. The die is a thin ribbon of steel set in heavy plywood.





**2** "Cardboard engineers" in the art department build a hand-made model of the display from the art work. This model also must be okayed by the customer before actual production begins. Then it becomes the "dummy" to guide lithographers, diemakers and finishers.

Many of the displays are lithographed on this four-color offset press. This company, said to be the world's largest point-of-sale display lithographers, is now operating in its new plant at Fair Lawn, N. J., in addition to its home plant at Long Island City, N. Y.





6 Press and plain backing sheets are glued to cardboard. Here a workman hand feeds the machine which does all the gluing in a single operation. From here the mounted sheets are fed into a die-cutter which cuts out the displays and easels.

An air cun is used in the finishing department to slice away the waste board from the cut-out shapes. Waste from a skid of die-cut display pieces can be cleaned quickly. The material then passes on to be assembled.

CONTINUED ON NEXT PAGE



Where customary gluing is not strong enough to meet the structural requirements of the display, the parts are stitched together with wire stitching machines, similar to a sewing machine.



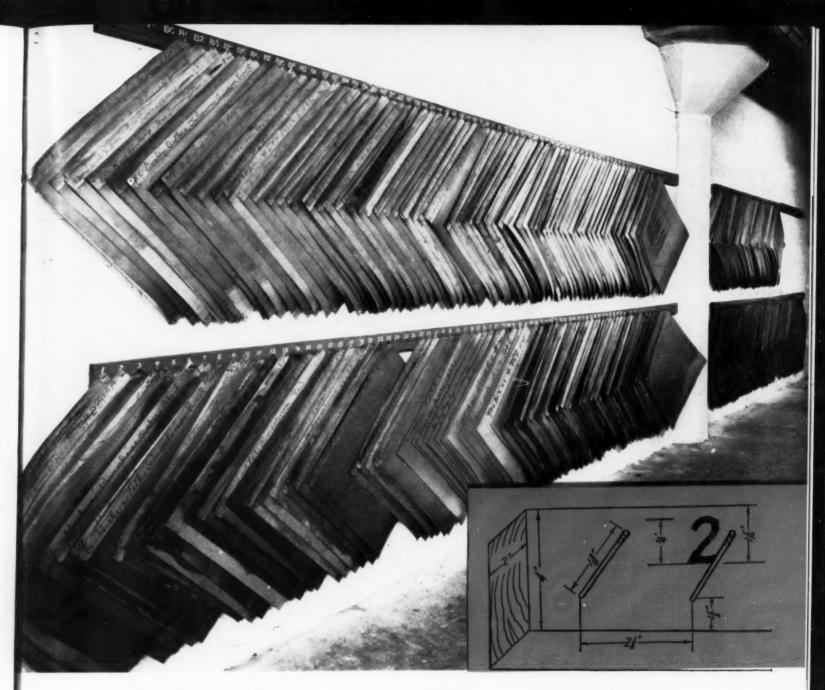
Where parts are mounted and glued together this machine is used to apply several thousand pounds of pressure to make the mounting glue hold. This is one of many kinds of hand finishing operations.



10 More hand work is required when certain special types of gluing are required. Here a team of three is working to apply parts as the display nears the end of its production process.



Here another team slip-sheets completed displays to protect them during shipment. Millions of window and counter displays are produced yearly by Einson-Freeman. The board of directors includes N. J. Leigh, chairman; L. J. Engel, president; Albert Hailparn, executive vice-president and director of sales; Wm. Scoble, vice-president; A. H. Schmitz, vice-president and gen. mgr.; and Miss Helen Gorin, Secy-Treas.



## SAVING SPACE PLATE FILING

ALL of us are always looking for ideas for safer working conditions as well as for saving space and cutting costs. This idea for our plate files, I think, is (1) safer, (2) a floor space saver, (3) a time saver, and (4) a cost saver.

You can make this plate file with  $2 \times 4$ 's mounted to your walls using lag screws screwed into the sidewall timbers; or in the case of concrete, brick or tile walls, expander screws may be used. Finishing nails  $(2\frac{1}{2}")$  driven into the  $2 \times 4$ 's at an angle every two inches serve as the plate holders. Above each finishing nail

#### By Howard F. Hulva

Hulva Lithographers, Inc., Peoria, Ill.

paint a number, consecutively from one end to the other (See illustration). Paint the 2 x 4's a dark grey or black and the numbers yellow for good visibility. The numbers on our file are 3/4" high. We have found that the distance between nails and the size of the numerals make quite a difference in the effectiveness of this system.

A complete material cost for this type of file certainly will not exceed your "pipe rack" costs. The above photo shows our plate rack. We get 100 23 x 29 or 24 x 36 plates in 19 feet; two rows per wall and with 17 x 22 plates three rows per wall. We find that at a glance you can easily find the particular plate you want. If the job has more than one plate all of these can be put on one nail.

(1) Why Safer? Well, all "pipe racks" I have seen have been overloaded and are not always easily accessible. Pipe will break, and if the racks are not made just right, they can be tipped over. Your guess is as

(Continued on Page 131)

## Offset Press

Revised to Sept. 1. 1948

	Press Designation	Sheet Size	Maximum	Minimum Gripper	Plate	Plate Thick-	Cut of Plate	Blanket	Blanket Thick-	
ATF—WEBENDORFER		Limits	Size Print	Margin	Dimensions	ness	Cyl.	Dimensions	ness	Cyl
merican Type Founders Sales Corp. 00 Elmora Avenue lizabeth B., N. J.	ATF-Webendorfer Little Chief 20 14x20"	8x10 to 14x20	13x19½	3/16"	15½ x20½	.012"	.010"	16x20 <sup>1</sup> 2	.065"	.071
	ATF-Webendorfer Chief 22	8x10 to 17½x22½	17x22	3/16"	20x225s	.012"	.015"	22x22 <sup>5</sup> 8	.065"	.07
	ATF-Webendorfer Big Chief 29 17x29"	11x17 to 22½x29	22x28	3/16"	27¼ x285 <sub>8</sub>	.012"	.015"	27x2834	.065"	.07
	ATF-Webendorfer Multi- Color Web Offset Presses	Built	to customer's s	pecifications						
DUTRO—HENDY rville Dutro & Son edix Bldg. os Angeles 15, Calif.	Web Offset Presses	Specifi	cations to be r	eleased later						
B. CO. inting Machinery Div. ectric Boat Co. 5 Park Avenue wy York 22, N. Y.	E. B. Co. 22x34" Offset Press	11x17 23x36	22½ x35	1/4 ~	25 ½ x36		astomers' fications	26x36	.062" to .065"	.075
ARRIS Arris-Seybold Co. eveland 5, Ohio	17x22" Harris 122-Single Color	10x14 to 17½x22½	17 1/4 x 22 1/2	5/16"	19¾ x23	.012"	.015"	23 34 x23	.062" to .065"	.075
	21x28" Harris to 5/16" 24%x30 .012" .015		.015"	28x30	.062" to .065"	.078				
	22x34" Harris 134 Single Color	11x17 to 23x36	22½x35	5/16"	25½x36	.012" .015"		29½x36	.062" to .065"	.075
	35x45" Harris 145 Single Color 245 2-Color	17x22 to 36x48	35 % x 47 ½	5/16"	40x48	To customers' specifications		45 x 48 ½	.062" to .065"	.075
	42x58" Harris 158 Single Color 258 2-Color 458 4-Color	22x34 to 43x59	425 <sub>8</sub> ×58½	5/16"	47 ¼ x59	To customers' specifications		52 ¼ x59 ½	.062" to .065"	.075
	50x72" Harris 172 Single Color 272 2-Color 472 4-Color	25x38 to 50x72	495 <sub>8</sub> ×71½	5/16"	54% x72	To cus		61½x72½	.062" to .065"	.075"
DE Hoe & Co., Inc. East 138 St.	30x42"Hoe Single Color Super-Offset Press	17x22 to 32x43	2934 x 4234	5/16"	34x43	As sp	ecified chaser	42×43 <sup>1</sup> 2	As spe	
Y York 54, N. Y. Paper Offset Presses	41x54" Hoe Single Color Super-Offset Press	19x25 to 42x55 1/2	41½x55	5/16"	45 ½ x 55 ¾	As spe by pur	ecified chaser	54x551 <sub>2</sub>	As spe	cified chaser
	41x54" Hoe Two-Color Super-Offset Press	19x25 to 42x55 1/2	41½x55	5/16"	45 ½ x 55 ¼	As spe	ecified chaser	54x55½	As spe	cified chaser
(Metal Decorating Presses on following pages.)	50x72" Hoe One-Color Two-Color Three-Color Four-Color Six-Color	25x36 to 50x72	49½ x 71½	1/2**	54x72½	As spe		55x72¼	As sperby pure	
	Hoe Web	8½x10 to	8 3/16x13%		10x14½	.007"		9 11/16x14 <sup>1</sup> / <sub>2</sub>	2.200	

(With

\$9eed Range 3600 or 5000 3000, 3800 or 5000

Up to 7000

Up to

Up to 6500

Up to 5000 Up to 4500 Up to 4000

## Specification Chart

(With some gravure listings)

Speed Range	Feeder	Feeder Capty.	Delivery	Delivery Capacity	Number and Sizes of Covered Inking Rollers	Number and Sizes of Covered Dampeners	Approximate Weight	Approximate Floor Space	Electrical Specifications
3600 or 5000	Vacuum Air	17%"	Chain Auto Pile	14"	2 Form 2 16 3 Distrs. 1 Ductor 4 Vibrating Drums 1 Rider	2 Plate 2 1/2" 1 Ductor 1 1/2"	1700 lbs.	41x57½"	Drive ½ H.P. Pump <sup>1</sup> 3 H.P.
3000, 3800 or 5000	Vacuum Air	17%"	Chain Auto Pile	14"	3 Form 2½, 2%, 2% 6 Distrs. 2" 1 Ductor 2" 3 Drums 3 Riders	2 Plate 2¼" 1 Ductor 2¼"	3200 lbs.	51x76"	Drive 1½ H.P. Pump ½ H.P.
3000 to 5000	Double Pile Vacuum Air	24"	Chain Auto Pile	16"	4 Form 25%, 23% 6 Distrs. 2" 3 Drums 1 Ductor 2" 3 Riders	2 Plate 2¼" 1 Ductor 2¼"	6705 lbs.	63x89"	Drive 3 H.P. Pump 1 H.P.

Up to 6000	Reloading Auto. Suction Pile	43"	Inbuilt Auto Receding Pile	24"	2 Form 2½" 2 Form 2%" 5 Intermediate 2%" 1 Ductor 2%"	2 Form 2½" 1 Ductor 2½"	8000 lbs, est,	6'x10'	Drive Motor 5 H.P. Feeder Motor 1½ H.P.
Up to 7000	Harris Stream Feeder	36"	Harris Receding Pile	20"	4 Form 15%" 2 Distr. 17%" 4 Distr. 17%" 1 Ductor 17%"	2 Dampeners 1%" 1 Ductor 2"	3800 lbs.	4'6"x7'11"	3 H.P. Drive Motor
Up to 6500	Harris Stream Feeder	36"	Harris Receding Pile	20"	4 Form 1   8" 2 Distr. 2 ½" 4 Intermediate 1   1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	2 Dampeners 2" 1 Ductor 2"	6500 lbs.	5′1½"x9′3½"	3 H.P. Drive Motor 1 H.P. Feeder Motor
Up to 6000	Harris Stream Feeder	48"	Harris Receding Pile	181/2"	2 Form 2¼" 2 Form 2" 6 Distr. 2½" 1 Ductor 2¼"	2 Dampeners 21/8" 1 Ductor 2"	8500 lbs.	6′10½″x10′	5 H.P. Drive Motor 1 H.P. Feeder Motor
Up to 6000	Harris HTB Stream Feeder	42"	Harris Receding Pile	40"	(For each color) 4 Form $3\frac{1}{2}$ " 9 Distr. 3" 1 Ductor 3"	(For each color) 2 Dampeners $3\frac{1}{18}$ " 1 Ductor $3\frac{1}{18}$ "	1-col. 23100 lbs, 2-col. 39300 lbs.	1-col. 10'2"x19'11¼" 2-col. 10'9½"x24'7¾"	1-col. 7½ H.P. Drive Moto 3 H.P. Feeder Motor 2 H.P. Deliv'y Motor 2-col. 15 H.P. Drive Motor 3 H.P. Feeder Motor 2 H.P. Deliv'y Motor
Up to 6500	Harris HTB Stream Feeder	42"	Harris Receding Pile	45"	(For each color) 2 Form 3¾" 2 Form 3½" 7 Distr. 3¼" 1 Ductor 3¼"	(For each color) 2 Dampeners 3 γ <sub>0</sub> " 1 Ductor 3 γ <sub>0</sub> "	1-col. 30000 lbs. 2-col. 54,000 lbs. 4-col. 91000 lbs.	1-col. 11'7"x25' 2-col. 14'1"x28'11" 4-col. 14'1"x38'9\%"	1-col. 15 H.P. Drive Motor 3 H.P. Feeder Motor 3 H.P. Deliv'y Motor 2-col. 25 H.P. Drive Motor 3 H.P. Deliv'y Motor 4-col. 40 H.P. Drive Motor 3 H.P. Deliv'y Motor 3 H.P. Deliv'y Motor 3 H.P. Deliv'y Motor
Up to 6000	Harris HTB Stream Feeder	49"	Harris Receding Pile	58"	(For each color) 2 Form 3¾" 2 Form 4" 7 Distr. 3½" 1 Ductor 3½"	(For each color) 2 Dampeners 3%" 1 Duct 3%"	(Est. Weight) 1-col. 45000 lbs. 2-col. 65000 lbs. 4-col. 112000 lbs.	1-col. 14'3"x28'4½" 2-col. 15'9"x32'11" 4-col. 15'9"x42'	(Est, Horsepower) 1-col. 20 H.P., Drive Motor 3 H.P. Feeder Motor 3 H.P. Deliv'y Motor 2-col. 25 H.P. Drive Motor 3 H.P. Feeder Motor 3 H.P. Deliv'y Motor 4-col. 40 H.P. Drive Motor 2 H.P. Feeder Motor 3 H.P. Deliv'y Motor
Up to 5000	Dexter	37"	Ext. Pile	38"	4 Form 3½" 4 Distrs. 3½" 1 Ductor 3½"	2 Form 3½" 1 Ductor 3½"	24000 lbs.	19-7"x9-3"	7½ H.P. variable speed control.
Ip to 1500	Dexter	43"	Ext. Pile	43"	5 Form 3½" 5 Distrs. 3½" 1 Ductor 3½"	2 Form 3½" 1 Ductor 3½"	36500 lbs.	22-10"x11-3"	7½ H.P. variable speed control.
Ip to 1000	Dexter	43"	Ext. Pile	43"	(For each color) 5 Form 3½" 5 Distrs. 3½" 1 Ductor 3½"	(For each color) 2 Form 3½" 1 Ductor 3½"	69500 lbs.	27-7"x13-0"	10 H.P. variable-speed control.
p to 0000	Christensen	48"	Ext. Pile	50"	(For each color) 4 Form $4V_2''$ 7 Distrs, $4V_2'''$ 2 Ductor $4V_2'''$	(For each color) 2 Form 4½" 1 Ductor 4½"	1-col. 52000 lbs. 2-col. 79000 lbs. 3-col. 105000 lbs. 4-col. 132000 lbs. 6-col. 187000 lbs.	1-col. 28'8"x14'6" 2-col. 33'8"x14'6" 3-col. 38'8"x14'6" 4-col. 43'8"x14'6" 6-col. 58'9"x14'6"	Press: 1-col. 10 H.P.; 2-col. 20 H.P.; 3-col. 25 H. P.; 4-col. 40 H.P.; 6-col. 75 H.P.; Feeder: (Electric) 1-col. 3 H.P.; 2-col. 3 H.P.; 3-col. 3 H.P.; 4-col. 3 H.P.; 6-col. 3 H.P. Delivery: (Electric) 1-col. 2 H.P.; 2-col. 2 H.P.; 3-col. 2 H.P.; 4-col. 2 H.P.; 6-col. 2 H.P.; 4-col. 2 H.P.;
.000 to .000 r hr.	Web or Roll Fed		Ext. Pile	26"	2 Form 2 ½" 6 Distrs. 1 ½" 1 Ductor 1 ½"	2 Form 1½" 1 Ductor 1½"	3000 lbs.	4'x7'	Press: 1½ H.P. Blower: ¼ H.P.

	Press Designation	Sheet Size Limits	Maximum Size Print	Minimum Gripper Margin	Plate Dimensions	Plate Thick- ness	Cut of Plate Cyl.	Blanket Dimensions	Blanket Thick- ness	Eat of Manket Cyl,
HOE	Metal Decorating Presses									
R. Hoe & Co., Inc. 910 East 138 St. New York 54, N. Y.	29×36"	183 <sub>4</sub> x24 to 29x36	28 ¾ x35 ¾							
Metal Decorating Presses	30½ x36″	18 \(^4\) x24 to 30 \(^4\) x36	30x35 <sup>3</sup> 4							
	34×36"	1834 x24 to 34x36	33¾ x35¾							
	34×45"	19x21 to 34x45	33 % x 44 %							
	42×45"	20x24 to 42x45	4134 x 44 ½							
	42×54"	20x25 to 42x54	41½x53½							
	50x72"	25x36 to 50x72	49½x71½							
IMPERIAL Imperial Lithograph Press Corp. 11 W, 42nd St. New York 18, N, Y.	Litho-King 2 Color Web Offset Press	8½x8 to 8½x14	81/4×131/2		9 <sup>1</sup> 2×14 <sup>1</sup> 2	.010"		10½ x14½	.0625" to .067"	
MIEHLE Miehle Printing Press & Mfg. Co. 14 St. & S. Damen Ave. Chicago 8, Ill.	Miehle No. 61 One-Color Two-Color Three-Color Four-Color	22x34 to 42x58	41% x58	3 <sub>8</sub> **	47¼ x59	.020"	.020"	47x60	.065"	.090"
	Miehle No. 76 One-Color Two-Color Three-Color Four-Color	28x42 to 52x76	515 <sub>8</sub> x76	3,7	58x17	.020"	,020"	57x77	.065"	.090"
	Miehle Gravure No.44 One-Color Two-Color Three-Color	16x19 to 29x43	21½x42							
NEW ERA New Era Mfg. Co. 175 Eleventh Ave. Paterson, N. J.	New Era Multi-Color Web Offset Press	Built to cus	tomer's specifi	cations						
RUTHERFORD tutherford Machinery Div. Jun Chemical Corp. 00 Sixth Ave.	Rutherford 20x26"	20x26	19 <sup>1</sup> 2 x25	34 "	22 <sup>1</sup> 2x27	.012"	.012"	27x25	.062"	.075"
New York 13, N. Y.	Rutherford 20x29"	20x29	19½ x28	3/4 **	22 ½ x30	.012"	.012"	30x25	.062"	.075"

## GRAVURE

Up
600
clooregis
500
Up
600
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500

Ford D The 31-10 Long

CHAMPLAIN Champlain Company, Inc. 88 Liewellyn Ave.	Press Designation	Sheet Size Limits	Maximum Size Print	Printing Width	Web Width	Speed Range	Approximate Weight	Approximate Floor Space
Bloomfield, N. J.	Rotogravure 8" Web 4-Color	eut-off up to 9x18	Cyl. Circ. 9 to 18	8"	9"	up to 12,000	10,500 lbs.	4'3"x25' 6'6" high
All weights and dimensions given are for presses equipped with four color units. Specifi- cations subject to change.	Rotogravure 14" Web 4-Color	eut-off up to 15x18	Cyl. Circ. 9 to 18	14"	15"	up to 12,000	11,600 lbs.	4'9"x25' 6'6" high
	Rotogravure 20" Web 4-Color	cut-off up to 21x26	Cyl. Circ. 13 to 26	20"	21"	up to 10,000	21,000 lbs.	5'8"x36' 7'10" high
	Rotogravure 26" Web 4-Color	cut-off up to 28x34	Cyl. Circ. 17 to 34	27"	28**	up to 10,000	24,500 lbs.	6'3"x37' 8'1" high
	Rotogravure 36" Web 4-Color	cut-off up to 37x34	Cyl. Circ. 17 to 34	36"	37"	up to 10,000	27,800 lbs.	7'x37" 8'2" high
	Champlain V-Type Speedry Rotogravure V-2		Cyl. Circ. 5 to 9	2"	2 1/4"	60 F.P.M. to 250 F.P.M.		
	V-3		Cyl. Circ. 5 to 9	3"	314"	60 F.P.M. to 250 F.P.M.	dep	peeds vary pending on iterial used
	V-4		Cyl. Circ. 6½ to 11	4"	41/2"	100 F.P.M. to 300 F.P.M.		

Speed Range	Feeder	Feeder Capty.	Delivery	Delivery Capacity	Number and Sizes of Covered Inking Rollers	Number and Sizes of Covered Dampeners	Approximate Weight	Approximate Floor Space	Electrical Specifications
45(0)									
4500									
4500									
<b>\$</b> 600									
4500									
4200									
3600									
Up to 32,000	Auto. Roll Tension		Auto. Pile	28"	(For each color) 1Form 2" 1 Form 2\\\ " 6 Distrib. 1\\\\\ " 1 Ductor 1\\\\\\ "	(For each color) 2 Form 1½" 1 Ductor 1½"	6500 lbs.	3'6"x12'	Press 5 H.P. Blower ¼ H.P.
6500	Dexter Stream	45"	Chain	4700	2 Form 4" 2 Form 3¾" 2 Vibrator Rider 3¾" 1 Drum Rider 3½" 1 Drum Rider 3¾" 4 Rider 3" 1 Ductor 3¾"	2 Form 3½" 1 Ductor 3¾"	1-col. 40000 lbs. 2-col. 65000 lbs. 3-col. 90000 lbs. 4-col. 115000 lbs.	1-col. 24'9½"x12'10" 2-col. 29'4"x12'10" 3-col. 33'10½"x12'10" 4-col. 38'5"x12'10"	1-col. 15 H.P. 2-col. 25 H.P. 3-col. 40 H.P. 4-col. 50 H.P.
				1-col. 47" 2-col. 50½"		2 Form 3½" 1 Ductor 3¾"	1-col, 50000 lbs, 2-col, 84000 lbs, 3-col, 118000 lbs,	1-col. 27'0"x14'3" 2-col. 32'3"x14'3" 3-col. 37'6"x14'3"	1-col.15 H.P. 2-col. 30 H.P. 3-col. 40 H.P.
6000	Dexter Stream	48"	Chain	3-col. 50½" 4-col. 50½"	(Same as above)	1 Ductor 5%	4-col. 152000 lbs.	4-col. 42'9"x14'3"	1-col. 50 H.P.

2-2½" diam. Damp. 1-2½" diam. Ductor

2-2½" diam. Damp. 1-2½" diam. Ductor 8800 lbs.

9300 lbs.

4-8"x9-6"

5-1"x9-6"

3 H.P. Press 1½ H.P. Feeder

3 H.P. Press 1½ H.P. Feeder

3 Form 2 ½"
7 Distributing 2 ½"
1 Distributing 2 ½"
1 Ductor 2 ½"

(Same as above)

## **PRESSES**

Rutherford Suction Pile

Rutherford Suction Pile Receding Auto Pile

Receding Auto Pile 18"

18"

32"

Up to 6000 close register 5000 Up to 6000 close register 5000

5"

3

CHAMPLAIN (Continued)	Press Designation	Sheet Size Limits	Maximum Size Print	Printing Width	Web Width	Speed Range	Approximate Weight	Approximate Floor Space	
	Champlain Sheet Fed Gravure Press No. 7	6x8 to 11%x19	11%x18			3000	1,700 lbs.	8′10″x4′7″	Champlain presses may be equipped with as many color units as desirable and with either sheet de
	No. 5	6x8 to 22x30	20¾ x29			2800	6,800 lbs.	16'7½"×7'¾"	livery or roll rewind de- livery. Also available is a variety of fabricating units such as rotary per-
	No. 4	6x8 to 26x40	25 ¼ x 39			2800	7,800 lbs.	18'1½"x10'¾"	forator, embosser, he melt units, slitters, an reciprocal, stationary an rotary punches.
SPERRY Ford Instrument Co. Inc., Div.,	Sperry Rotogravure Printer		Cyl. Circ. 18 to 36	26"	28"				
The Sperry Corp. 31-10 Thomson Ave. Long Island City, 1, N. Y.			Cyl. Cire. 23 to 46	30" 32" Detailed spe		ailed specifications and formance data on blication to the			
			Cyl. Circ. 23 to 46	40"	42"	manufacturer			
			Cyl. Circ. 23 to 46	50"	52"				

## **Color Separations**

## by FILTERED LIGHT

A METHOD of making high quality color separation continuous tone negatives by the use of filtered fluorescent light sources instead of through filters in the camera was announced and demonstrated by William C. Stone, vice president and production manager of Copifyer Lithograph Corp., Cleveland, at the August Craftmen's convention in that city. Mr. Stone was assisted in his presentation by Andrew Balika, Copifyer plant superintendent, and by E. A. Linsday, General Electric Co.

The new process has been in regular production use in the Copifyer plant for the last one and one-half years, Mr. Stone said, and has effected considerable savings in hand work on separations while at the same time equaling or surpassing the quality of work done in the plant by ordinary methods. In using filtered light the red is subdued effectively, he said. In no case has the time of producing quality separations been increased by the method. Mr. Stone asserted, and in many cases color correction time has been reduced by as much as 40 percent. Since using the method the company's camera department has been able to keep up with press requirements with two-thirds of the manpower previously needed.

The basis of the process is the use of two 40 watt fluorescent tubes as light sources, one on each side of the camera. Colored gelatine sheets of the required filter colors are wrapped around the tubes to provide the proper colored light. The company has constructed reflectors which contain the four filtered fluorescent tubes: blue, red, green and amber. The amber

filter is used for making the black separation.

With all four filtered fluorescent tubes in the same reflector, switches can be wired so that the desired light may be switched on and off for exposures. Exposures, because of the low wattage of the lights, have had to be increased and now average about four minutes. Later on the men hope to standardize on 100 watt tubes in order to reduce this time.

Modern Lithography subscribers will recall the article by Mr. Stone and Mr. Balika, published in May, 1948, "Better Light for Night Viewing of Color in the Pressroom." Copifyer's viewing chamber utilizing filtered fluorescent tubes was described in detail. Mr. Stone reports that the fluorescent tubes and filtering gelatin sheets used in the color separation process are identical with those used in the pressroom inspection chamber.

This colored gelatin used to wrap around the fluorescent tubes can be purchased from the Rosco Laboratories, 367 Hudson Avenue, Brooklyn 1, New York, at 20c per 20 x 24" sheet. Each sheet will cover two 40 watt lamps. The manufacturer was unable to supply the colored gelatin in 48" strips (a 40 watt tube is 48" long), so each 20" x 24" sheet was cut into four pieces 5" x 24". These were taped end to end to make strips 5" x 48" which will cover a 48" tube with a slight overlap. Clear cellophane "scotch" tape was used for taping. In mounting the tubes in the reflector, the long taped seam should be placed on the back.

Of the colored gelatin tried the following worked the best:

Lamp Color Rosco Gelatin No.

Blue Tube #37 Urban Blue
Pink Tube #15 Light Red
Green Tube #40 Medium Green
Gold Tube #12 Amber

Gelatin filters are fragile and with age become brittle from the heat of the lamp. It would be advisable to order extra sheets for future replacement. The colored gelatin did not appear to fade perceptibly, it was reported, and no lamp replacements were necessary in the first year of operation in the plant. The colors of the fluorescent tubes are said to be constant for the normal lamp life.

The spectral curves of different colored fluorescent lamps are published in General Electric Lamp Bulletin LD-1. After the tubes have been covered by the colored gelatin filters the spectral curves have a much sharper cutoff and pass a much narrower waveband of colored light than do the bare tubes. This sharp cutoff and the absence of color overlap apparently contributes to the better results.

The General Electric stock numbers and approximate cost of the materials needed for the fluorescent lighting equipment, if the lithographer constructs his own reflectors, were described in the previous article as follows: 40 Watt Instant-start Blue Lamps, No. F40T12/B/IS; 40 Watt Instant - start Pink Lamps, No. F40T12/PK/IS: 40 Watt Instantstart Green Lamps, No. F40T12/G/ 1S: and 40 Watt Instant-start Gold Lamps, No. F40T12/GO/IS. These are \$1.25 or \$1.35 each. Lamp Holders-White, 78x491, 20c each; Two Lamp Instant-start Ballasts,

(Continued on Page 131)

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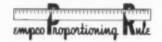


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## NOW, "PRESS-TESTED" OFFSET INKS INTRODUCE NEW CONCEPTION IN INKS FOR LITHOGRAPHY

The performance of the new "Press-Tested" offset inks reported here has been tested on offset presses of types which lithographers, themselves, use. This equipment, in our own laboratories, includes sheet-fed presses and web-fed presses, single-color, two-color, and four-color presses. The result is a reduction in greasing, scumming, emulsification, stripping, bleeding, and other major offset ink problems.

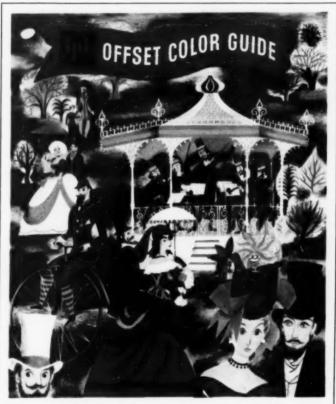
Until recent years, offset ink formulation followed much the same pattern as that employed in the early days of lithography.

While progress had been made in improving offset presses, plates, blankets—and to some extent, inks—it was evident that modern research needed to be directed at fundamental offset problems, particularly in inks.

Now, as presented in the new IPI Offset Color Guide, really new "Press-Tested" inks appear—blacker blacks, whites that won't burn out in tints, and colors which can be used virtually without fear of livering.

They are the result of years of research of the type indicated. This research was conducted in the IPI Product Development Laboratories and in the modern, 7-story Central Research Laboratory of Interchemical Corporation.

The new formulations represent a new conception in inks for offset. They are made with new materials. They are made by new processes. They are subjected to controls and tests to a degree which makes them, we believe, the first offset inks which can really be (Continued in fourth column)



The new IPI Offset Color Guides contain specimens of offset colors, halftone blacks, process colors, and bond inks. Format follows suggestions received in reply to questionnaire sent to every lithographic concern in the U. S. Art prints of cover (above) suitable for framing, designed by outstanding illustrator Harry Diamond, may be secured from any IPI Branch Office. Prints are approximately 10" by 12", contain no lettering.

#### POCKET-SIZE COLOR GUIDE ALSO OFF THE PRESS; SHOWS 59 COLORS ON COATED & UNCOATED STOCK

The new pocket-size IPI Color Guides are also ready now. They display 59 offset colors on both coated and uncoated stock. In addition, specimens of 6 offset bond inks, and an offset silver are shown. The pocket Color Guides are free to offset lithographers and other ink users. Write on your letterhead to the nearest IPI Branch Office.



(Continued from first column) said to be completely pretested. Here are some of the unique features of these inks.

1. They were developed to meet specifications set up by lithographers, themselves.

2. They are formulated by exacting, new procedures which give us control of viscosity, body, water resistance, drying, and livering, to an extent not possible by conventional manufacturing methods. The result is aged, stable inks, uniform in character, which can be blended without fear of livering. For instance. final approval of laboratorymixed batches of ink is not given until changes in the body of the ink, which take place between the time the ink comes off the mill and the time it reaches equilibrium, have been recorded on a precision viscometer. Each ink has its own history of changes during this aging period.

All subsequent factory lots are approved only if they meet laboratory standards. This procedure requires that testing be done on a definite time schedule and insures uniformity and stability.

3. The inks have been "Press-Tested" on offset presses of types which lithographers, themselves, use. In our laboratories, we have sheet-fed presses, web-fed presses, single-color, two-color, and four-color presses. As a result of continual testing under these conditions, major ink problems such as greasing, emulsification, stripping, scumming, following the fountain, bleeding, and drying, are reduced to a minimum.

4. These inks are finished offset inks ready to run. It is

(Continued on next page)



only necessary to add drier and, in some instances, to soften the ink slightly to suit special paper stock.

**5.** While these inks are *new*, they are not new in the sense of having been untried by the

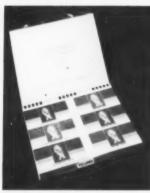


Large Color Guide measures approximately 10" by 12" folded for filing, and 12" by 20" opened for hanging on the wall. All colors are indexed and easy to locate.

industry. Thousands of pounds of these inks have been sold and have performed satisfactorily prior to the publication of the Color Guide in which they are for the first time assembled.

#### New Whites Do Not

Burning out in tints is one of the troublesome problems faced by offset lithographers. A major cause of this trouble is the character of the ex-



Eighteen pages of color swatches show 54 colors on both Coated and uncoated stock. Colors possessing special characteristics, such as acid resistance and grease proofness, which tend to increase the price, are marked so that alternative formulations may be selected if the costly special characteristics are not required by user.

tenders and reducing whites used in making tints. We have developed two new transparent whites to overcome this problem.

One of the whites is Alumina Hydrate OW-101. It is a greatly improved extender with respect to dissipating drier, and livering, in comparison with any previously available alumina hydrate. It will not burn out in tints and tends to yield a good finish in multiple films.

The other white is new Flat White OW-102. This white is far superior to Laketine as proved by extensive tests and commercial runs. It will not liver, burn out in tints, or cause drier dissipation. Although we still sell Laketine, we recommend Flat White OW-102 as a superior product. Large quantities of it are in use.

Both of these new transparent whites are excellent



Four new blacks of the famous IPI "Press-Tested" OA-Series of offset halftone blacks are shown on coated and uncoated stocks.

in binding and drying on coated papers.

#### No Other Blacks Were Ever Made Like These

The Guide shows four "Press-Tested" offset halftone blacks on coated and uncoated stock. These blacks are new members of the famous IPI "OA Series" of halftoneblacks for every stock and press condition.

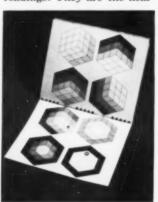
The new blacks, like the colors already mentioned, are made with new materials and by new processes. Actually, no other offset blacks were

ever made like these. All are aged, have good drying properties, and lithograph sharply and cleanly. They have been tested on offset presses used in the trade.

Try them, and compare them with the best blacks you are now using.

## "Press-Tested Process Colors Nearest to Ideal Primaries"

Pigments used in the new line of IPI offset process inks yield the widest gamut of colors for mixtures on the basis of spectrophotometric readings. They are the near-



Process ink section contains mixture charts based on a scientific color cube. Also in this section are swatches of 6 additional process colors. Both mixture charts and color swatches are reproduced on coated and uncoated stocks.

est to the ideal subtractive primaries within the limitations of available pigments.

Kodachrome, Ektachrome, Ansco, and other standard color transparencies can be satisfactorily reproduced with these inks

The wide selection of colors in our new line of "Press-Tested" process inks is indicated in the following summary.

Yellow OJ-54—a full, strong benzidine yellow which is meeting with remarkable success. It is approximately twice as strong as our well-known OJ-55, a strong yellow also in the line, which is satisfactory for all normal conditions.

Red OG-36—a particularly strong process red. Other reds available include a yellowshade red OG-1020, a more transparent bronzeless rubine OG-34, and a strong geranium OG-35.

Black (redshade) OA-24—one of the famous OA-Series halftone blacks which is particularly well suited for process work. Black OA-22(greenshade) is also excellent for process printing.



Six popular colors in offset bond inks are shown in the bond ink section of the Guide—an orange, blue, red. brown, green, and black.

Blue OB-45-a specially developed blue which is producing fine results in the reproduction of Kodachromes. Other blues are a greenshade Peacock blue OB-29, a simimore permanent OB-26, combinations of Milori blue OB-31 with regular Peacock blue OB-25, and formulations on the base of redshade Syan blue OB-27. These blues vary in permanency and price, and their specification depends largely on the amount of permanency to light required.

IPI Service Stations are prepared to match progressive proofs and to meet special process ink requirements.

#### Special Varnish Dries Bond Inks Better

Our inks for lithography on bond paper are formulated with a special varnish which dries better than ordinary litho varnishes. The inks are made for producing letterheads, insurance policies, and other business forms. They lithograph cleanly on sulphite bonds and rag content bonds.



The pocket-size Color Guides show 59 colors—also 6 bond inks and a silver. Information is given which will enable the ink user to avoid selecting inks with special characteristics. These inks are usually higher-priced, and often are not needed. Now you can select similar shades which will give you better value on many commercial runs.

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When nothing less than the best lithographic plates will do, leaders in the craft specify

Pla

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## Command the best in plates and service

At Process Litho Arts, color retauching is done by skilled specialists in a department staffed to handle an enormous volume of work at all times.



Oer new Rutherford P. L. D. photo composing machine is the largest of its type in any trade plant. It will compose multiple press plates up to 76 " and makes precision glass multiples up to 30"x40" and even larger film multiples. Equipment includes all standard negative and positive holders up to 28"x32".



#### COLOR PROCESS

Kodachrome, Oil Paintings Water color, Pastel Fake color from Black & White

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#### CAMERA NEGATIVES or POSITIVES

Continuous tone or Halftone Blowups for Posters Multiple negatives or positives to 30" x 40"

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Line and Halftone Color Separation



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superlative skills and facilities as an extension of your own platemaking department, or for a full plate-making service you can offer proudly to the most demanding buyer of fine lithography.





## Lesson In Water Safety

• Water can be pretty treacherous stuff. One form of water safety is to stay away from water. Another is to learn how to live with it gracefully.

Every printer knows paper just can't stay away from water. A certain amount of moisture is in the air in any press room. When a dry sheet of paper on press starts soaking up water out of the air—that's trouble.

The best safety measure you can take is to use Chillicothe Offset paper. The proper moisture content of this fine stock is built in before it reaches you. Most pressmen say they run it without hanging, yet are untroubled by shrink, stretch, curl, or lint.

Another built-in feature of this fine stock is color printability. It supports every color without change. It

guarantees what the eye alone can never see. It's white for the press—bright for the press—right for the press.

Maker of a distinctive line of fine papers for many uses, including such distinguished stocks as

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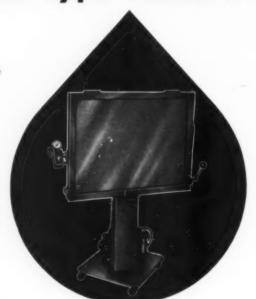
The Dual-Purpose Frame

#### PITMAN Pedestal Type Vacuum Frame

This extremely popular member of the PITMAN VACUUM FRAME FAMILY is designed for compactness and double utility. Even the largest frame will pass through a 24 inch wide door. This frame can be moved, with ease, to any desired location — as a plate frame or in the darkroom for contacts. Constructed of heavy steel tubing, arc welded for rigidity and long life, mounted on easy rolling casters. Vacuum pump and motor attached to base.

Available in four popular sizes — 16"x20", 22"x28", 26"x30", 28"x38".

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It comes in a swelling chorus—"Correct," for Correct Bond. From business men who respect the importance of their signatures and the correspondence that bears their name—who take assurance from its businesslike crackle and authoritative feel. From typists for the clear brilliance that it lends to ink. From master printers who find its uniform texture flattering to their finest work. Correct Bond—air dried, rag content—is correct for business letterheads from every point of view. This time, say "Print them on Correct." Write for samples—also available in eight brilliant colors with envelopes to match.

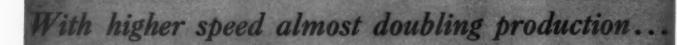
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PRINTERS! This advertising campaign appears in your customers' favorite business magazines.

Suggestion: Check your Correct Bond stock—write for samples and your distributor's name and address.





With the New Christensen Varnisher to practically double your production, you can increase your profits from this process.

Improvements available in only the Christensen Varnisher eliminate delays in drying. Sheets traveling in two planes at half machine speed, mean drying can now keep pace with the varnisher.

In addition, sheets are at all times under gripper control. Double delivery creates better delivery conditions than can be had with machines producing at half of Christensen speed Extra feed-in cylinder makes top feed-in possible—and any misfed sheets are automatically discarded without halting machine and slowing production.

Feeder, varnisher, oven and delivery are sold as a unit, avoiding division of responsibility for proper coordination of the various units comprising the entire production machine.

May we send you further information about the New Christensen High Speed Varnisher-and other Christensen and Dexter Machines serving in pressroom and bindery?

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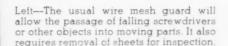
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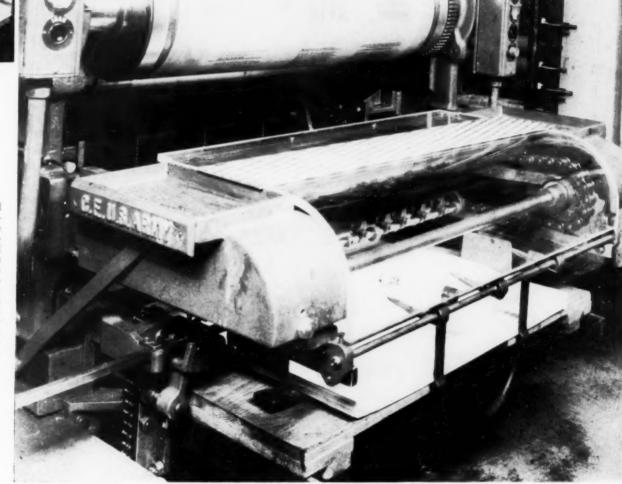
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#### **Plastic Guard Increases Press Efficiency**

A SIMPLE, transparent guard replacing the original heavy mesh metal item on the delivery end of an offset lithographic press has resulted in improved printing quality, greater safety, and elimination of much unnecessary movement at the Photo and Lithographic Branch, Engineer Research and Development Laboratories, Fort Belvoir, Virginia.

The half-inch sheet (acrylate and methacrylate), formed to the original shape of the mesh guard, and coated with a hard-surface commercial wax to prevent scratching, recently completed a three-month trial in service.

Using the original hinge arrangement, additional costs were minimized. A light, sturdy footrest of diamond aluminum was permanently fixed to the guard and given additional rigidity by the addition of small aluminum channels between the plate and the guard.

Increased visibility of the finished work beneath eliminates the necessity for squinting, stooping or withdrawing the sheets for inspection during the run, for the type of work produced by the laboratories, thus reducing the chances of printing irregularities. Defects are quickly recognized and proper steps may be taken at once.

Such a plastic guard, it is felt, will soon pay for itself by reduction of paper spoilage.

The safety feature of the device is that screw drivers and other tools cannot be inadvertently dropped into the chain or other moving parts, thus causing expensive and time-consuming damage to the machine.

In its three months' service, the guard has retained the same clear visibility as it had the day of installation, the laboratories report.

ERDL lithographers currently are testing various illumination schemes for lighting under the footrest.★★



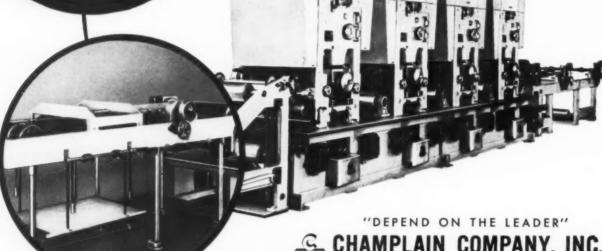
SHEETS

PER HOUR!

You'll get printed sheets faster than ever before with a Champlain Rotogravure Press and Sheeter and you'll get them with the advantages and economies inherent with roll fed paper. Two types of delivery are possible...to a slow moving belt... or, to an accurately jogged pile. 18,000 multicolor sheets per hour with ink, instantly dried ... no paper distortion and resulting loss of color register because all colors are run in one pass through the press...gloss inks and varnish in the same operation...print on one or both sides of the web with the most difficult inks. Add up those facts in favor of doing the job with Champlain rotogravure and sheeting equipment and see the difference it makes in your production figures.

Accurately square cutting to ± 1/64th inch tolerance, Champlain Rotary Sheeters handle stocks from glassine to cardboard. 360° planetary running register or "Registron" allow for push button or full electronic control of color register. Sheets are delivered cut to exact copy size. This means waste is practically eliminated. Entire cutting mechanism is adjustable for varying sheet sizes anywhere between maximum-minimum range.

Send samples of your production to us - let Champlain show you how to do the job-better, faster, more profitably.



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Here are some

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Chicago Office: 7 W. Madison St., Chicago 2, Ill. ROTOGRAVURE AT ITS BEST

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HERE has always been a great need in the printing industry for a definite method of measuring color in order that uniformity could be obtained from one side of a sheet to the other, throughout a run, and from one run to another. The industry lacked a method of eliminating the many variables in the judg-

ment of color, such as the defects of the human eye in relation to color, variations in stock, the press, and particularly in the checking of a color that is surrounded by another color. Also there is the problem of the variation in color from daylight to artificial light.

We, like many other ink concerns, have been called upon to work on this problem with many buyers of printing who are desirous of obtaining absolute

uniformity in their labels, cartons, etc., which in many cases are printed in a number of plants and on all types of equipment. In the past few years, we became interested enough in this problem to work out a system in our laboratories to control our product so that we could give absolute assurance that our material was as nearly perfect as could be obtained with respect to the uniformity of one batch to another. Our method was to weigh out a standard amount of ink and run off ten prints on a proof press, numbering the prints and taking one of the numbered prints as a standard flow which we felt practical. We then took readings with a photoelectric reflection meter, utilizing color filters, to be sure that we had developed the various tones of our ink.

Although we and our suppliers felt that the problems from the ink standpoint were pretty well eliminated, we were still unable to get uniform cartons or labels due to the variation in flow across a sheet. As we know, the heating up of a press during the day

or night affects the rollers and changes the color. Also, when ink becomes a little dirty in the fountain, it is necessary to open the fountain a notch or two more. Here, as always, a great deal of guesswork took place as to what was the right color. We finally went so far as to use our instrument right in the pressroom, getting im-

## photo electric control of ink flow

By G. Stuart Braznell

Secretary-Treasurer, Braznell Corporation, St. Louis, Mo.

\*Address delivered before the XXIXth Annual Convention of the Intl. Assoc. of Printing House Craftsmen, Inc., Hotel Cleveland, Cleveland, O., August 9, 1948.

mediate readings from press sheets.

After considerable experience doing this, to our surprise we found that we were able to get absolute control of the color with the use of one filter in each instance. We found that by using the filter which gave us an intensity reading of one of the qualities of color we could get a good spread in readings so that we could set up a standard reading, and by taking numerous readings across the printed sheet we could graphically show where the flow varied. We made very exhaustive tests on all types of paper, presses, and diffent colors of ink, and found that not only was it absolutely accurate, but in every case, up to the present, a reading taken of wet ink would be absolutely duplicated at a later time when the ink was dry. This held true even in very red top tone blues, and is explainable by the fact that we are taking an intensity reading of a particular value of the color which is the same wet or dry. We had occasion to be running the same job on three different type

presses at the same time, and on three different stocks, and easily were able to set up a standard reading, so that when the fountain was adjusted to it, we got absolutely uniform color. We have experienced the running of the same job in various cities on different equipment and paper, and have set up standard reading which was

> followed out to the customer's absolute satisfaction.

The use of this instrument is quick, simple, and according to all results, very accurate. It does not require any training of the operator; in fact, some plants where it is in use have a person completely separated from the press room to take the readings and return the sheet to the press room for adjustments. In order to take readings with this instrument, it is neces-

sary to have solids of approximately 1/2" diameter. The measuring aperture of the instrument can be reduced somewhat to about 1/4" diameter. If the copy has no uniform areas larger than 1/4", one may consider the use of another instrument, the reflection densitometer, which measures on areas as small as 5/32". However, when taking readings on such small areas, one has to be very careful not to obtain erroneous results due to flaws such as mottling, improper dispersion of the ink, etc.

Extensive tests conducted with the cooperation of the Photovolt Corporation, manufacturers of the instruments, resulted in the design of four filters especially suited for the above described type of color control. These are designated as "Four Printing Ink Control Filters." The filter colors are blue, green, yellow, and red, and they have been found to cover all color applications in this field. Experience, in each instance, will show one of the

(Continued on Page 129)

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#### Resin Bonding--

#### New Development in

## OFFSET PAPERMAKING

HROUGH the use of a synthetic resin which imparts unusual strength to paper, vast amounts of wood which have been of little use in the production of paper can now be added to the nation's critical supply of satisfactory pulp timber. This new technique in papermaking combines superior dimensional stability with high strength, when using the ordinary commercial wood pulps, and also makes it possible to produce suitable papers from relatively abundant wood species not now fully utilized. The development, growing out of a comprehensive research program at the National Bureau of Standards on offset printing papers, thus points to improved products and the conservation and extension of critical raw materials supplies. Furthermore, it does not involve either appreciable increase in costs or any important change in manufacturing methods.

Deciduous woods such as the maple, beech, birch, or poplar have until now been used only as "filler" in the manufacture of high grade printing paper. In 1946, for example, wood of this type accounted for only 16 percent of the pulp consumed and in inventory. No matter how desirable their other characteristics may be, the deciduous woods do not produce the primary qualities of strength and resistance to surface pick, in the usual methods of processing. The development of strength through the use of the synthetic resin, melamine formaldehyde, will have the effect of materially increasing the use of the short-fibered pulps.

The new technique consists essen-

tially in substituting synthetic resin bonds between the fibers for the gellike bonds formed by hydration in conventional methods. The resin bonding gives optimum strength with only a fraction of the beating required to develop comparable strength by beating alone, and produces a superior paper by elimination of the adverse effects of hydration. Resinbonding thus opens up an entirely new reservoir of fibrous raw material.

Since paper was invented by the Chinese nearly 2000 years ago, there has been an almost unceasing search for fibrous raw materials. The use of wood, introduced some 75 years ago, brought a breathing spell after periods of near fiber famine. Under the present-day demand, however, the available supply is running low. The magnitude of the fiber requirements for paper can be visualized roughly from the startling fact that all of the cotton grown in the world would not make one quarter of the paper used in the United States.

In 1944, the Paper Laboratory of the National Bureau of Standards developed a high-wet-strength paper primarily for war maps, but made from conventional pulps. The unusual strength was acquired by substitution of resin bonding for the usual gel-like bonds occurring naturally during manufacture. The present development, involving experimental manufacture on a semicommercial scale, is essentially an extension of this work to the short-fibered pulps that possess every characteristic needed for good printing paper except the important one of strength. Widely different combinations of

commercial wood pulps were investigated to determine the advantages of resin-bonding in printing papers. A series of papers was made from each combination with controlled variations in beating, with and without synthetic-resin bonding. In all instances, the resin-bonded papers were superior with respect to curling, oil absorption, folding endurance, resistance to surface pick, and expansivity. Several types of synthetic resins have been used, with melamine-formaldehyde resin giving the best results to date. Surprisingly small amounts of this resin are required, usually less than 3 percent by weight.

In the use of deciduous-wood fibers such as birch sulfite and aspen sulfate, the addition of 1 to 3 percent of melamine formaldehyde resin increased the resistance to surface picking and folding endurance more than 10 times in some instances. Surface fibers in offset papers must resist the pull necessary to transfer tacky ink from the rubber blanket to the paper without lifting or being themselves transferred to the blanket. A fiber or bundle of fibers loosened by the pull of the ink not only leaves a blemish in the printed image on the sheet where the "picking" occurs, but it may cling to the blanket where it becomes moistened and repels ink so that it causes white spots on succeeding sheets.

All of the resin bonded papers showed low expansivity, essential, for example, in the printing of maps which may be run through the press as many as 15 times. Expansivity was tested not only mechanically but in a series of printing tests using six colors.

With the United States using more paper than ever before in its history and the wood pile getting smaller, this new method should aid in making larger stocks available and provide another economic use for the non-coniferous trees. The Social Committee of the United Nations Economic and Social Council has warned that paper shortages are obstacles to freedom of the press. With no large new fiber sources available, the conservation and extension of our fiber resources becomes a matter of serious concern to all.\*

WATER UNDER CONTROL

IMPERIAL FOUNTAIN SOLUTION KEEPS PRESSES RUNNING SMOOTHLY

The control of water in the fountain determines the quality of the run and the life of the plate. When IMPERIAL FOUNTAIN SOLUTION is in the fountain complete control is assured. IM-PERIAL FOUNTAIN SOLUTION is compounded to keep the plate in a de-sensitized state without harm to the image and with a minimum amount of water to keep the plate moist. IMPERIAL gives the pressman a standard medium with which he can obtain desired pH strengths for the solution, regardless of the type of ink used. IMPERIAL is easy to use and it's concentrated, making it economical to use.

## Try it today! PRICES

Gallon	7.00
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IMPERIAL and all other fine LITH KEM-KO CHEMICALS are available from the dealers listed below

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BOSTON, MASS. Bridgeport Engravers Supply Ca. Fuchs & Lang W. Oliver Tripp Co.	Liberty 2-3417 Liberty 2-1048 Liberty 2-1018	NEW ORLEANS, LA. International Ptg. Ink Raymond 3971 NEW YORK, N. Y. Bridgeport Engravers
BUFFALO, N. Y. International Ptg. Ink	Cleveland 8240	Supply Co. Watkins 4-3590 Fuchs & Lang Canal 6-1000 International Ptg. Ink Circle 6-7900
CAMBRIDGE, MASS. International Ptg. Ink	Elliott 1720	Alfred E. Metzger Gramercy 3-1562 J. H. & G. B. Siebold, Inc. Walker 5-5565
CINCINNATI, O. International Ptg. Ink Fuchs & Lang McKinley Litha Supply	Parkway 4700 Cherry 4612 Co. Cherry 6323	PHILADELPHIA, PA. Fuchs & Lang Walnut 2-1777 Phillips & Jacobs Walnut 2-3635 International Ptg. Ink Market 7-2427
CHICAGO, ILL. Bridgeport Engravers		PORTLAND, ORE. The California Ink Co., Inc. Atwater 6371
Supply Ca. Fuchs & Lang International Ptg. Ink	Superior 1448 Monroe 7176 Wabash 3113	RICHMOND, VIRGINIA International Ptg. Ink Richmond 3-5930
Norman-Willets Co. CLEVELAND, O.	Randolph 8303	ST. LOUIS, MO. Fuchs & Lang Chestnut 5600 International Ptg. Ink Central 3736
Fuchs & Lang International Ptg. Ink	Main 5279 Main 6828	SALT LAKE CITY, UTAH
DALLAS, TEX. International Ptg. Ink	Riverside 6874	SAN FRANCISCO, CALIF.
DENVER, COL. International Ptg. Ink	Main 5882	Fuchs & Long Market 3674 The California Ink Co., Inc. Exbrook 2-4688
DETROIT, MICH. International Ptg. Ink	Randolph 7818	SEATTLE, WASH. The California Ink Co., Inc., Main 3215
FORT WORTH, TEX. Fuchs & Lang Texas Offset	Fort Worth 2-1082	TORONTO, CANADA Canada Ptg. Ink Co. Ltd.
Supply Co., Inc.	Fort Worth 2-8937	Adelaide 1705
KANSAS CITY, MO. International Ptg. Ink	Victor 2707	TULSA, OKLA. Brittco Supply Co. Tulsa 2-4092
LOS ANGELES, CALIF.	Michigan 4049	VANCOUVER, CANADA Canada Ptg. Ink Co. Ltd., Pacific 7953
The California Ink Co., MEMPHIS, TENN.	Inc. Prospect 3033	WASHINGTON, D. C. Capital Ptg. Ink Co., Inc., Decatur 3883
International Ptg. Ink	Memphis 6-8433	International Ptg. Ink Enterprise 5-9000
MINNEAPOLIS, MINN. International Ptg. Ink Automatic Ptg.	Geneva 3639	WINNIPEG, CANADA Canada Ptg. Ink Co. Ltd. 26-140
Equipment Co.	Bridgeport 8373	





A. Gordon Ruiter Retiring President

Gradie Oakes

Russell J. Hogan 1st Vice-President

Fred C. Baillie 2nd Vice-President

J. Homer Winkler 3rd Vice-President

P. E. Oldt Executive Secretary

#### Offset Gets Attention at Craftsmen's Convention

WITH 850 registered and many others taking part in various activities of the meetings, the 29th annual convention of the International Assn. of Printing House Craftsmen was held August 8-11 at Hotel Cleveland, in that city. Gradie Oakes, Process Color Plate Co., Chicago, was elected president, to succeed A. Gordon Ruiter, Forbes Lithograph Mfg. Co., Boston. (The election results and a brief summary of the convention was published in August ML, page 55—Ed.)

The broad program included sessions, clinics and talks on all of the reproduction processes, and offset lithography held a prominent place among the topics. Highlights of this phase of the program included talks by J. Tom Morgan, Jr., head of Commercial Printers, Inc., Columbus, Ga., and Wiliam C. Stone, vicepresident and production manager, Copifyer Lithograph Corp., Cleveland. Mr. Morgan talked on Combination offset and letterpress pressroom operation. He pointed out that in most plants the identical ingredients are present in the form of copy, camera, plates, paper, ink and presses, but that the end results are different depending on how these ingredients are blended for the best "flavor." He told how jobs are handled in his own plant and of some of the factors that cause one job to go to offset while another goes to letterpress.

Mr. Stone, assisted by Andrew Balika, Copifyer superintendent, and by E. A. Linsday, of the General Electric Co., described a method used by his company to produce color separations by filtered fluorescent light sources. (A more detailed account of this process appears on page 50).

The convention opened on Sunday evening, August 8, with a banquet, introduction of Craftsmen officials, and an address, "The Craftsman's Heritage," by John J. Deviny, U.S. Public Printer. Pointing out that a heritage always involves a responsibility, Mr. Deviny traced the heritage received by present day printers and lithographers from their forebears in the craft. "Ours is an estate for life in the arts, the sciences, the professions of the graphic arts. We have a right to their use and enjoyment; it is our responsibility to leave this heritage unimpaired to those who will follow us. In fact, we should leave this heritage increased in stature, expanded in usefulness, and with greater life and vitality than it had when it first came into our possession." he said. "Only by sharing our knowledge can we compensate in substantial degree for the countless benefits which are ours during our service to a great industry."

On Monday, a typographic clinic and a clinic on pressroom operation were held simultaneously. The afternoon session comprised convention business, and the annual club management dinner was held in the evening. The Tuesday morning clinics covered bindery operations and photomechanics.

On Tuesday evening a boat cruise on Lake Erie was on the convention program, and the annual banquet was held the following evening.

On Wednesday, two more clinics were held, one on gravure and one on "Share Your Knowledge." At the latter session William C. Huebner, Huebner Laboratories, New York, demonstrated a new relief image cylinder and a new "plano surface cylinder" which is inked without the dampening roller system; and a web of paper on which ink had been placed without pressure with his new Electronographic press. Mr. Huebner talked of entirely new targets in printing, utilizing pressureless printing, and new concepts of transferring ink or dyes to paper, along the lines of previous talks which he has made. The exhibit at the Craftsmen's convention, he said, marked the changeover from laboratory tests to commercial performance. "The new start will be introduced gradually," he said.

Plant visits included on the program, were well-attended. These included Harris-Seybold Co., where Harry Porter, and Stuart Holford were among the hosts; Copifyer Lithograph Corp., where Mr. Stone



## **GRAPHIC ARTS EQUIPMENT and SUPPLIES**

#### GENERAL EQUIPMENT

- · CAMERAS
  - LENSES and SCREENS
    - . VACUUM PRINTING FRAMES
      - . TEMPERATURE CONTROL SINKS
        - . WHIRLERS, LAMPS and LIGHT TABLES

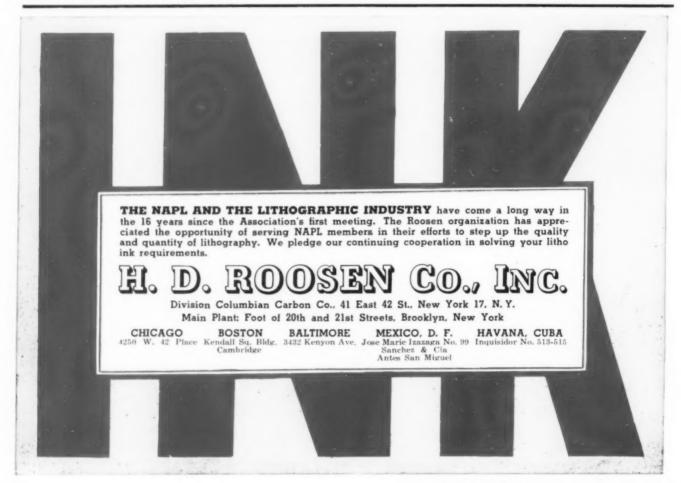
#### PHOTOGRAPHIC and PLATE SUPPLIES

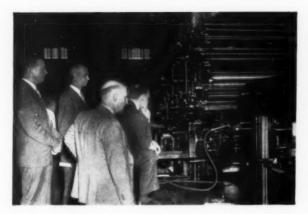
- FILM and DRY PLATES
  - . PHOTO and PLATE MAKING CHEMICALS
    - . TECHNICAL ADVICE WHEN NEEDED!

#### EASTERN GRAPHIC ARTS SUPPLY CO., INC.

96-03 NORTHERN BLVD., CORONA, L. I., N. Y.

PLANT: 48 PERRY STREET, CLOSTER, N. J.





A Harris 42x58" two-color offset press is inspected by group of Craftsmen during the Harris-Seybold plant tour. More than 250 International Craftsmen spent Tuesday afternoon August 10th, inspecting the Harris-Seybold Company according to H. A. Porter, Vice-President in Charge of Sales.

was host; Chandler & Price Co.; Braden-Sutphin Ink Co.; Art Gravure Corp.; M. L. Abrams Co.; Turner Printing Mchy. Co.★★

### STRIPPING TIPS

### By Eugene C. Moysen

★ Great accuracy can become a routine instead of occasional achievement when stripping color work on goldenrod sheets, if a dulled singleedged razor blade or stripping knife is used to score the various lines on the goldenrod ordinarily marked by pencils requiring constant sharpening. The resulting thin hairlines do not weaken the layout when such dulled tools are used, and are an excellent guide as they may be easily seen. When the layout sheet is turned over for exposure to a plate, the lines are faintly visible for cutting out areas for bleeding and other necessary operations, but will not show after exposure to plates.

Locations of halftones can be marked with extreme accuracy this way. Sections are cut out before the halftones are laid on the goldenrod, thus facilitating the composing of halftones from which certain areas only are wanted and assuring ease as well as simplicity in removing or recomposing halftones.

★ The sure mark of the real craftsman shows throughout an entire job, and this is particularly true when smoothly flowing, gracefully curved

surfaces in halftones are to be silhouetted—a problem generally handled by freehand technique. Unless trained in art, some operators will find such subjects very difficult to do well, the finished job resulting in uneven, bumpy curves. Try instead a French curve, and a ruling pen with which to blend the various curvatures into smooth, professional-looking lines that are so pleasing to the eye of art directors, and discriminating customers. Celluloid French curves are available from most art supply stores.

★ One of the greatest timesavers for strippers in plants handling large amounts of catalog and related work is the ruled goldenrod sheet, with thin, sharp guide lines printed to cover as well as possible the type of work done in the particular shop. A jumble of such markings may prove to be actually confusing instead of helpful. Make them small, brief.

For example, blacken a 20" x 24" sheet of film by exposing to white lights for some time and then developing. After this has dried, tape it on the line-up table and score fine lines upon the emulsion side to outline four  $8\frac{1}{2}$ " x 11" size sheets. (This is for a

17 x 22" press.) Do this very accurately. Make sure vertical lines are exactly parallel to the vertical center line, and that all horizontal lines are precisely parallel to the horizontal center line. Measure these off with a reliable steel ruler. Some tables are not true, therefore T-square and triangle cannot be trusted for drawing up this master layout form. After marking one end as the gripper end(to insure even more that every job will go through with absolute precision), add 1/4" long, finely scored markings 1/8" on either side of each center line at the center line extremities. These will serve to mark bleeding trims from the centers of the sheet, the marks to be connected by scoring the goldenrod as mentioned before. Similar short 1/4" dashes are then marked just outside 1/8" from the 11" extremities, serving as a guide for work bleeding the 11" way.

In short, any sort of master layout may be so planned, then the scored negative plated and run on a larger press than 17" x 22", as the layout sheet should be about at least one-half inch larger all around than the plate, or the platemaker will have to mask off edges each time he makes a plate. Also, larger layout sheets lend themselves better to jobs where full 17" x 22" bleeds must be stripped. A 20" x 25" layout goldenrod sheet works very well at one shop.

★ Sharp, clean-cut circles can be formed for circular halftones in masking paper with a bow-pen converted for this purpose. Remove one of the pen prongs, preferably the inner one, sharpen the remaining one carefully until it will slice out a circular area with one turn only. Keep it very sharp, or ragged edges will result which will be difficult to clean up afterwards.

There is a small device on the market that will cut such forms from masking paper, equipped with a hard steel blade that will need less sharpening than the converted pen. This blade can be kept razor-sharp very easily for maximum performance.

★ The black paper used by some artists to form clear "windows" for positioning halftones on the negatives

(Continued on Page 77)



bunt Liquid Developing Ink is the product of both a new formula and a unique method of manufacture. In the Hunt turbine process, carefully controlled ingredients are so thoroughly mixed that the finished ink is not only absolutely uniform, smooth and gritless, but remains so indefinitely.

Thus the platemaker obtains a developing ink that

- remains constantly uniform because it never settles out or sludges;
- (2) develops rich, intense images;
- (3) washes out easily and cleanly;
- (4) eliminates rosin or chalk scum.

And the pressman is assured of brilliant, crisp reproduction, with no dragging of dots or lines. Hunt's Liquid Developing Ink is made in two viscosities, in order to promote top-grade results on every platemaking job.

LIGHT (Low Viscosity) for small Albumin
Plates

MEDIUM (Medium Viscosity) for large Albumin Plates

Try this new, greatly improved ink today. Available in 1-Gallon Cans from all Hunt branches.





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ESTABLISHED 1909

BROOKLYN, N. Y.

CHICAGO, ILL. . CLEVELAND, OHIO CAMBRIDGE, MASS.
LONG ISLAND CITY, N. Y. LOS ANGELES, CAL.



# Hi-Gloss\* KROMEKOTE INKS

Used to lithograph this fancy wrapper, cut from 43 x 63 inch sheet from regular production run (Two - Two Color Presses) on Kromekote paper.

Use of offset spray recommended although can be run safely without spray as evidenced by this job.

Easy on your disposition — no lost production — no fancy doctoring — no worry about finish and brilliance.

Special inks for a special paper — but the same high quality as regular Hi-Gloss\* Offset and Hi-Gloss\* Letterpress colors.

## POPE & GRAY, INC. 95 MORTON STREET NEW YORK

Lithographed in U.S.A.
TRAUTMANN, BAILEY & BLAMPEY
Color Offset Lithographers
13 Laight Street, New York

Products for Litho and Letterpress

Hi-Gloss\* Overprint Varnish Ankoron H. T. Black
Metlak\* Silver Ink

**Quickset Inks** 

**Heat Dry Inks** 

\*Reg. U. S. Patent Office

of large line spreads sometimes will not turn out quite clear, due to overexposure or over-development. Black spots show at times, too, owing to dirty copy or matter on the camera copy board.

Scraping these off may seem the easiest way out, but this will cause distortion of the halftone dots, even if such areas are first dampened and then gently rubbed off. The safest way to make certain such faults will not interfere, is to keep a small amount of ferricyanide and of hypo crystals on hand to avoid bothering the photographer (who, by the way, should not send such negatives out to the stripper). Less fuss will result if the stripper mixes a small amount of solution of these chemicals, and applies it with a clean brush to the

spots, immediately followed with a dampened bit of cotton to wash off the surfaces so treated. The negative will dry quickly when fanned. This solution, used in weaker form (pale vellow) is excellent in "snapping up" halftones that have over-large shadow dots-apply to the dry negative locally with a brush and watch through a magnifying glass as the shadow dots get smaller, blot off with a white blotter at the proper time, and follow with a dampened bit of cotton overall, working quickly and applying a new surface of the cotton at each sweep so that the solution will not smear and remain in areas where it is not wanted. Apply clean, hard white blotter at this stage or a sheet of clean newspaper stock to take off excess water.\*\*

#### SUPPLIERS' ROUND-UP

HIS month's advertisements again offer a wide fare for lithographers who are interested in the new and current in equipment and supplies. For instance: Fox River has a new free booklet "Money Making Mail, page 15 . . . Harris takes a spread to tell details of its 22 x 34" offset press (8 & 9) . . . Senefelder offers booklet "Inks, Lithographic and Printing" (inside front cover) . . . "The Metal Decorating Oven," booklet, is offered by Young Bros. Co., page 16 . . . Cantine uses tadpoles and frogs to dramatize its new offset coated paper process, inside back cover . . . the Duplex Screen process for drop-outs is described on page 12 in this month's advertising section . . . and on page 14 is shown Rutherford's color precision camera . . a tinge of fall and a nice pattern illustration in full color turns up on page 21 . . . did you know printers used shoemaker's wax and plaster of paris in rollers a hundred years ago? The Samuel Bingham series (page 28) reveals another chapter in the history of roller-making . . . Scratchproof Dryer No. 3 is described in

some detail by Empire Superfine Ink. page 30 . . . the Miehle offset presses are illustrated and described, page 31 . . . Roosen Ink again greets NAPL on the occasion of the annual convention (page 72) . . . a book which helps in figuring costs of a job before it is produced is described by Porte Publishing, page 127 . . . a new sheet varnishing machine and a folder describing it is the subject of page 97 ... an entire line of metal decorating equipment is offered by Wagner, page 88 . . . want a glimpse of the Eastman exhibit at the NAPL convention? See page 51 . . . for a view of the new Zarkin plant in Long Island City turn to page 84 . . . what is a "steady diet for hungry presses"? Answer in the Byron Weston advertisement on page 78 . . . and more of those fascinating Chillicothe Indians frolic on page 59 . . . a booklet in four colors is offered by Electric Boat Co. (page 4), describing its EBCo 22 x 34" offset press . . . the new Christensen varnishing machine appears on page 62 . . . a new ink reducer is offered by Handschy, page 116. There are scores of pages of advertisements in this issue and they will afford you a sort of "convention- exhibit at home" if you did not attend the convention-exhibit at Cincinnati this month.

#### Change in LNA Press Figures

A mathematical error in the press capacity figures of the survey released last month by the Lithographers National Assn. was announced by the LNA late in August. The LNA announcement follows:

In analyzing the Survey Report "Statistics Relating to Lithographic Press Capacity" preparatory to writing up our comment on this material, we have discovered important mathematical errors in the square inch capacity figures contained in the preliminary copies which were distributed at our convention.

Because of the time element in completing this report for the Convention, it was necessary to have the clerical work involved in the accumulation of the figures done by an outside statistical agency.

We now find that the agency did not give effect to the multiple cylinders of two- and four-color presses when computing their capacity in square inches of printing area. Consequently the square inch capacity of these presses and the changes therein are very seriously understated in the copies of the report you received at The Greenbrier.

The report is now in the process of being revised and a corrected report will be sent to you as soon as the revision is completed.

We would like to specifically request that upon receipt of your revised copy you destroy the copy or copies of the Report "Statistics Relating to Lithographic Press Capacity" which you received at the Convention. (This change will also affect the figures published in Modern Lithography, August, pages 26 and 27. Corrected figures will be published here

as soon as they are available.-

EDITOR.)

# STEADY DIET for HUNGRY PRESSES

This year, next year, and for years to come—you can count on a substantial volume of calls for

# WESTON COTTON FIBRE PAPERS

By recommending high quality WESTON Cotton Fibre Papers for letterheads and forms at every opportunity, you are helping to create—and hold—loyal, dependable, satisfied customers for the future.



The Complete WESTON

LINE

#### **BOND PAPERS**

WESTON'S BOND Extra No. 1, 100% Cotton Fibre

WESTON'S DEFIANCE BOND 100% Cotton Fibre

WESTON'S HOLMESDALE BOND 75% Cotton Fibre Content

WESTON'S WINCHESTER BOND 50% Cotton Fibre Content

WESTON'S BLACKSTONE BOND 25% Cotton Fibre Content

WESTON'S BLACKSTONE OPAQUE 25% Cotton Fibre Content

WESTON'S OPAQUE SCRIPT Cotton Fibre Content

#### **LEDGERS**

BYRON WESTON CO. LINEN RECORD Extra No. 1, 100% New White Cotton and Linen Fibre

WESTON'S DEFIANCE LEDGER 100% Cotton Fibre

WESTON'S WAVERLY LEDGER 75% Cotton Fibre Content

WESTON'S CENTENNIAL LEDGER 75% Cotton Fibre Content

WESTON'S WINCHESTER LEDGER 50% Cotton Fibre Content

WESTON'S BLACKSTONE LEDGER 25% Cotton Fibre Content

#### MACHINE ACCOUNTING

WESTON'S
MACHINE POSTING LEDGER
50% Cotton Fibre Content

WESTON'S TYPACOUNT POSTING 25% Cotton Fibre Content

#### INDEX BRISTOLS

WESTON'S DEFIANCE INDEX 100% Cotton Fibre

WESTON'S WINCHESTER INDEX 50% Cotton Fibre Content

WESTON'S MACHINE POSTING INDEX 50% Cotton Fibre Content

WESTON'S TYPACOUNT INDEX 25% Cotton Fibre Content

BYRON WESTON COMPANY . DALTON . MASSACHUSETTS

Weston

Makers of Papers for Business Records



### An Open Letter

### To the Lithographic Industry

From a.a. Freeman

Executive Director Books by Offset Lithography, Inc.

THE 1948 exhibit of Books by Offset Lithography has been duly presented to representative groups of the book publishing industry in both Chicago and New York. It has been extremely well received and great interest has been shown wherever it has appeard. As in previous years, this collection of outstanding work will make the rounds of a long list of exhibits, including Graphic Arts Clubs, Litho Clubs, and libraries throughout the entire country.

This marks the third consecutive year this activity has been under our direction, but circumstances under which we are operating today have changed considerably, and for that reason it is necessary to re-evaluate the entire venture.

In 1945 I consented to direct the Books by Offset activities with the sincere feeling that it was only a temporary function, brought about by the development of a new field of activity for this process of printing which required a great deal of explanation regarding its proper use.

The educational program originally set up for five years has not been and will not be completed for several more years. Lithography has brought the use of color in text books and children's books, for example, on a scale never dreamed of a few years ago. There are innumerable problems which lithographers will encounter in the book publishing field which Books by Offset can help solve.

There never was an intention to

promote offset as competition for letterpress. On the contrary, it was felt that a careful explanation and demonstration of the proper use of offset lithography would result in a coordination of effort in all processes to bring about the most effective use of each. The new book market is tremendous and the need for improving quality is great.

I said earlier that it was necessary to re-evaluate the entire venture. The reason is this: when Books by Offset first started, it was sponsored by the Joint Lithographic Advisory Council in which both management and labor participated. This is no longer true. At present 90% of Books by Offset's financial support comes from suppliers. This is unsatisfactory because lithographers themselves are the first to benefit

from an activity which receives so little of their support.

On its limited budget, Books by Offset has not functioned as adequately as it should to meet the needs in the field which so obviously exist. The Books by Offset exhibit has been more or less a show window, and even that has not always been properly attended to. It has been difficult to keep lithographers well informed of our activities, our contacts with book publishers have been inadequate, and the library at our New York headquarters could be more effectively maintained to render service. The problem is whether lithographers will support a function valuable to them and their industry. Would you indicate your reaction on the enclosed coupon?

BOOKS BY OFFSET LITHOGRAPHY One Madison Avenue New York 10, N. Y.

City & State

Gentlemen:
Please put me on your mailing list for information regarding Books by Offset Lithography.
I am interested in becoming a member of Books by Offset.
I think that Books by Offset should be a Trade Association function.
☐ I think that Books by Offset should be supported by individual lithographing plants.
Name
Company
Address



Etchers O. K.

"Photolith"

because it holds

its opacity

The "Lite-Lok" box is another exclusive feature. It's handy and protects the film at all times.



ETCHERS in many of the best known lithographic plants approve Du Pont "Photolith" Graphic Arts Film. They point out that in flat etching—because the emulsion of "Photolith" is rich in silver—the film etches without losing opacity.

This quality tends to sharpen up the dot formation . . . provide crisp, clean, and correctly gradated dots that make for truly sparkling reproductions.

Other characteristics of the film also contribute to the quality of finished lithographic jobs. A low safelight fog factor . . . exceptional contrast . . . speed and wide latitude. Its inherent quick-drying, flat-lying, easy-scribing or ruling qualities aid in doing fine work. Convenient packaging is another feature much appreciated in the darkroom.

Try "Photolith" in your own plant. Etchers, cameramen, strippers . . . all who work with film say it performs perfectly. Your "Photolith" dealer can supply you. E. I. du Pont de Nemours & Co. (Inc.), Photo Products Department, Wilmington 98, Delaware.

In Canada: CANADIAN INDUSTRIES, Ltd.

### DU PONT "PHOTOLITH"

GRAPHIC ARTS FILM



Tune in Du Pont "Cavalcade of America" Monday Nights—NBC coast to coast

BETTER THINGS FOR BETTER LIVING

THROUGH CHEMISTRY



### ABOUT THE TRADE

#### **Announce Program for PIA Oct. Convention**

A tentative outline of the program for its 62nd annual convention in Chicago next month has been announced by the Printing Industry of America. It will be held at the Edgewater Beach Hotel, October 20-23.

The theme of the convention is, "Management's Responsibilities—and Opportunities," and the primary purpose of the program will be to provide the latest information and guidance on the problems of industrial relations, sales management, personnel management, and financial management in the commercial printing industry.

The convention will open with the president's report, to be followed with an address by John G. Gerken of The Rumford Press, Concord, N. H. The afternoon program of the first day will be devoted to a discussion of technical progress of the industry, under the chairmanship of Frank F. Pfeiffer, Reynolds and Reynolds Co., Dayton, Ohio, chairman of the association's research committee. Participants in the panel will include R. Verne Mitchell, chairman of the board of the Harris-Seybold Co., Cleveland, and president of the National Printing Equipment Assn., on current trends in the equipment manufacturing industry; a report on recent developments in offset lithography by Wade Griswold, executive director of the Lithographic Technical Foundation; H. E. Swayze of the Dow Chemical Company, Midland, Mich., on magnesium and other recent plate developments, and a special panel on new composition methods in which the following organizations have been invited to participate: research committee of the American Newspaper Publishers Assn ; manufacturers of Vari-Type,

Lithotype, and Justowriter, and representatives of manufacturers of traditional composing machines. There will be an exhibit of the typewriter composing machines.

On the evening of Wednesday, October 20, the first day of the convention, there will be a banquet jointly sponsored by the Union Employers Section and the Master Printers Section, to hear an address on current industrial relations problems.

The second day of the convention will be conducted in concurrent sessions by the Union Employers Section for union employers, and by the Master Printers Section for open shop employers. The afternoon session of UES will consider "the impact of the industrial relations situation upon productivity." A panel consisting of representatives from the newspapers, offset lithography, and letterpress will discuss this problem.

On the same day, Clyde K. Murphy, Blackwell Wielandy Co., St. Louis, president of the Master Printers Section, will open the meeting with an address, to be followed by the presentation of the first of a series of personnel relations pamphlets, a panel on maintenance of the open shop in the printing industry, and the afternoon session with an address on "The Advantages of the Open Shop," and a panel on the future of the open shop.

The third day of the convention will be a "Refresher Course for Management" under the chairmanship of Allerton H. Jeffries, president of Jeffries Banknote Company, Los Angeles. This panel will include addresses by Artkur A. Wetzel, Wetzel, Brothers, Milwaukee, on sales management; Robert H. Caffee, president

of William G. Johnston Co., Pittsburgh, on financial management; C. C. Means, Graphic Arts Assn. of Michigan, on production management; Charles A. Conrad, Western Printing and Lithographing Co., Racine, Wis., on personnel management, and Prof. Coleman Maze, New York University, on coordination of management.

The convention banquet will be held Friday evening.

A public meeting of the association's 60-man board of directors will be held, beginning with a breakfast Saturday morning, October 23.

#### Wage Rise in Phila.

Wage rises ranging from \$4 to \$6 per 36½ hour week were agreed upon August 6 by employing lithographers of Philadelphia and Local 14, Amalgamated Lithographers of America. The acceptance of the employers' "final proposal" by the union was "against the wishes of the International Office" of the union, the local union statement said. But the agreement was concluded as a supplement to an existing contract rather than as a new contract.

Employees making less than \$38 per week received an increase of \$4; those making \$38 to \$60 per week received a \$5 rise; and those making \$60 or more per week received a \$6 increase. A starting rate for unskilled workers was set at \$30.40 per 361/4 hour week, with an increase of \$4 after six months.

#### Texas Firm Adds Offset

Wesley Company, Greenville, Texas, recently announced the addition of offset equipment. The company is said to be the only one offering this process in this city and vicinity.



### **Baldwin Brevities**

By SAM HIMMELL

Copyright, 1948, Baldwin Paper Company, Inc.

#### **HEADLINES\_"At A Glance"**

... PAPER & PULP PARADE-100 Tons Newsprint Daily was manufactured in the Bush Terminal Building in Brooklyn from 1909 to about 1920 . . . . Five-sixths of Maine, or over 16,000,000 acres is wooded . . . . Winter is the best time to cut timber . . . . The First Decent Writing Paper made in England was made by the Hugenots . . . . In Ancient Times paper was repeatedly paid as indemnity . Currency Paper Price for 1949 will remain the same as '48 . . . . No Living Man's Face is ever used on American paper-money . . . . Chinese were the first to use Paper-for-Money in the 7th Century; stopped using this form of currency in 1425, continued in 1853 . . . . First Paper Money of the Bank of England was issued about 1725 . . . . Sir William Congreve of England was the Watermark Wonder Man; all British bank-notes of to-day are the direct results of his experimets . . . . Benjamin Franklin printed some of the first paper money used in America . . . . In a Public School in Philly, the Arithmetic Teacher said, ', Now, Boys, I want you to figure what interest of 1% on a million dollars for two years would come to."-The whole class set to work diligently with the exception of little Pierpont Rosenblum in the front row .- "What's the matter Pierpont?" said the teacher. "One percent doesn't interest me," said Pip.

.... IT HAPPENED IN LONDON—The bankers were amazed at the high standard of living being enjoyed by one of their most trusted clerks . . . . He was earning \$50. a week and spending at least \$250 . . . With no private income he ran an expensive car, had a luxurious flat . . . . The staff manager was asked to call the clerk to his office, when he asked him a few tactful questions . . . "Look here," he said, "you are earning \$50. a week and spending at least \$250; how can you do it?" . . . "Very Simple" replied the clerk without the slightest embarrassment,—"There are 1500 employees in the building. I raffle my salary among them every week. Each pays 50c per ticket and the winner gets my salary. Sometimes I sell 550, sometimes 600 tickets."

. . . . STATE OF THE UNION-U.S. worth about \$600 billions . . . . Seventy-one persons had annual incomes of a million or more in '45, in 1929, it was 513 . . . . The Person who used to dream about what he would do with \$1,000,000, now has to figure on \$2,254,747.71 . . . . "Try to be nice to everyone until you have made your first million. After that, they'll be nice to you" . . . . 1947 Food Sales broke all previous records . . . . Restaurant Owners squeezed by soaring meat prices; T-Bone Steaks dropped from many menus . . . . One month after the death of OPA, employment in the meat packing industry jumped from 93,000 workers to 163,000 . . . . Bearish Signs popping up along inflation's road: Luxury Lines are off; Jewelry Sales lower; Amusement Industry downhill; Night Clubs hardhit . . . . In Barney Gallant's Night Club, a lady dancer who climaxed her act by leaning over backward and picking up her handkerchief with her teeth-For an encore she leaned over backward again and picked up her teeth.

....HARRY HERSHFIELD TAKES OVER—Abe and Moe were partners in the fur business and agreed that whichever one died first, the other would place one thousand dollars in the coffin of the deceased to cover whatever expenses came up in the next world .... Not long after the agreement was made, Abe passed away .... When Moe returned from the funeral, his wife said, "I bet you didn't put one-thousand dollars in the coffin like you promised.".... Moe swore that he did, but his wife looked doubtful.—"I tell you," he exclained, "I did put one-thousand dollars in the coffin—here, look at the checkbook."

. GRAPHIC ARTS IN MOTION-Newspapers Average Wage is \$1.86 per hour, 20% higher than the Auto-Industry, 30% higher than the Steel-Industry, and 43% higher than all manufacturing wages ... First Regular Published Newspaper, "Avia Relation oder Zeitung," published in Germany about 1609. First English Newspapr appeared in London in 1622. First American Newspaper, the 'Boston News-Letter,' published in 1704.... Newspapers Setting Up Television Stations to Gain Advertisers they lose . . . Competition for 'Advertising-Dollar' rapidly getting keener, Advertisers scrutinizing value .... Total Advertising Expenditures for '48 likely to be same as record \$3,879,800,000 of '47; Proctor & Gamble's \$27,912,122 topped all advertisers . . . . New York has 27% of all U.S. bookbusiness . . . . First Printed Book was in 'roll-form' printed about 868 A.D. by Chinese. In 950 A.D. Chinese printed first folded books . . . . At the Bennet Cerf Country-Estate, his faithful servant Sambo said to him one day,-"Them's fine books you're writin' Boss; and they means a lot to me. When I gets to bed very tired, and takes up one of them, I falls asleep instantly."

### A GOOD MAN IS HARD TO FIND . . . and we need 2 of them

To Sell the Cream-of-the-crop of the Big-Name-Mill-Brand Printing Papers in the Biggest Buying Market in the world. If you want to Pep-Up—Get into High-Gear and Strike Pay-Dirt.

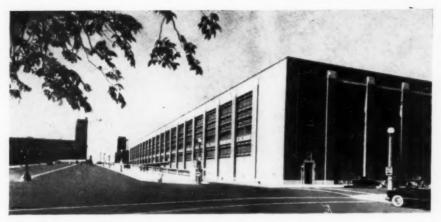
Phone BERNIE BLAUSEN, V.P., Baldwin Paper Company, Inc.
Algonquin 5-1600

Nearly every Printer in N. Y. refers to Baldwin's "Official Brice List

### Baldwin PAPER COMPANY Inc.

One of the Oldest Paper Merchants Under the Original Management in the Graphic Arts

233 Spring St. • NEW YORK 13, N. Y. • Algonquin 5-1600



New Donnelley Plant in Operation R. R. Donnelley & Sons Co., Chicago, has announced that the new South Plant (above) of their Lakeside Press is now in full operation. Located a block south of the main building, the structure

occupies a full block. Construction

was reported to be nearly \$5,000,000. The new building, two stories high, with a mezzanine over part of the second floor, contains approximately 400,000 square feet of floor space. Foundations were built to carry two additional floors for future expansion.

The first floor, with 20-foot ceilings,

will be used for storage of roll paper, for receiving supplies, and for shipping finished products. Trucking facilities are ample and a 2-track railroad siding is wholly enclosed from the weather. floor, with a 25-foot ceiling, is second cupied by pressroom and bindery. Additional bindery space is used on the mezzanine where also, are located a cafeteria, first aid, locker, shower and recreation rooms. Staffing the new recreation rooms. Staffing the new building are over 1,600 persons, whose efforts are devoted primarily to publica-tion printing. The tower of the Lakeside Press building is visible at left.

Chicago Firm Gets Settlement

Garden City Envelope Co., Chicago, was awarded \$190,000 for its building and land at 2713-43 W. Van Buren street, by a jury in a condemnation suit to clear the way for the new Congress superhighway. As previously reported (M/L July) the company has under construction a building at another location to replace the present quarters.

Show Products at Chicago Event

Valentines, stationery, playing cards and novelties, produced by lithography were among the displays made at the midsummer trade show staged by the National Association of Variety Stores at the Stevens Hotel, Chicago, Aug. 2 to 5.

Whitman Publishing Co. and Western Playing Card Co., Racine, Wis., exhibited a set of 36 toy animals, lithographed in full natural colors, with a patented device for holding them upright, which John Kaiser, company representative, said is a recent new addition to their line. Also shown were new plastic-coated playing cards in plastic containers, including twelve new decks for bridge players. Juvenile books, paint books, pencil stencil cards and gift wrapping

paper were other items featured in the booth.

Greetings, Inc., Joliet, Ill., had a new line of lithographed greeting cards with S. L. Reinschreiber in charge, and at the booth of Novelart Mfg. Co., Long Island City, N. Y., M. A. Sozek, general manager, showed a line of social stationery, decorated by offset. Valentines produced by offset were among products shown by American Colortype Co., Chicago.

At the Meyercord Co's booth a varied assortment of decalcomanias was displayed, along with "Trimz" borders, shelf coverings, and place

Chicago Craftsmen Appoint

Joseph Skach, president of the Chicago Club of Printing House Craftsmen, has assigned Jack L. Hagen, Chicago district manager for Electric Boat Co's Printing Machinery Division, to the chairmanship of the club's technical advisory committee. Among other committee chairmen in the new president's cabinet are the following: membership, Howard E. Olsen, Cardinal Colors, Inc., new Chicago ink firm; educational, E. G. Hubbell, Neely Printing Co., with Andrew J. Farr, Graphic Arts Assn. of Illinois,

as vice chairman; reception, C. E. Duval, Inland Press; attendance, Frank M. Restivo, Uniform Printing & Supply; sickness, Harold E. Sanger, public school printing instructor.

Gradie Oakes, newly elected president of the International Craftsmen, of Process Color Plate Co., heads the club's committee preparing for the International Craftsmen's convention in Chicago in 1950, and Harry S. Vested, proprietor of the Mart Press, was named editor of the Club's monthly bulletin.

Meat Assn. Plans Campaign

The American Meat Institute, Chicago, is planning an extensive educational campaign directed at both consumers and retail meat dealers for next year, it was announced at the convention of the National Association of Retail Meat Dealers in Chicago last month. Details were to be developed by the Institute's planning committee later this fall, when decision will be made as to the nature and volume of point of sale display material to be used, according to John Milton, manager of the Institute's field service division. Prior to the war large quantities of this type of educational material were used and this practice will undoubtedly be resumed for the 1949 drive, Mr. Milton told Modern Lithography.

Chicago Book Clinic to Meet

The Chicago Book Clinic announced plans for its first two fall meetings. The first meeting will be held at the Normandy House restaurant, October 5th, at 6:30 p.m. A talk by Albert Kner, art director, Container Corporation of America, is scheduled. The second meeting will be held at the same place and same time on November 2nd. Michael and Geoffrey Higgins are the speakers. Michael is head of the department of visual design, Institute of Design, Chicago, and Geoffrey is connected with the American Typesetting Corp.

#### Monsen Advances Hoffman

Monsen-Chicago recently appointed Joseph Hoffman as sales manager. Mr. Hoffman has been with the organization for the past eight years.

Out Mew CHINE CO., Inc.

Out Machine City. N. Y., Astoria 4-0808

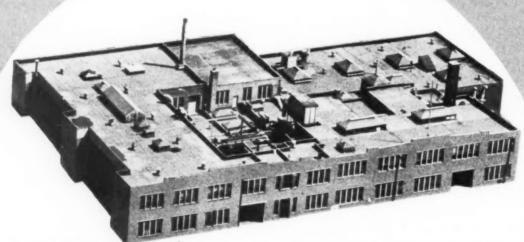
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NEW AND ENLARGED FACILITIES

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OF THE LITHOGRAPHIC EQUIPMENT FIELD



Zenith PRODUCTS FOR EVERY DEPARTMENT

SPECIAL EQUIPMENT
DESIGNED AND MANUFACTURED

OFFSET PRESSES REBUILT
Complete facilities for machining, welding, metal-spraying and cylinder grinding

GRAINING
Zenith Plate Graining Machines

IRT
Fluorescent non-stroboscopic retouching stands

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Fluorescent all-metal layout and stripping tables

CAMERA
Temperature-controlled sinks
Negative inspection and wash stands

PLATE-MAKING
Stainless-steel press-plate sinks
Deep-etch developing and rub-up tables

ZARKIN MACHINE CO. INC.

34-19 10th St., Long Island City, N. Y., Tel. AStoria 4-0808



#### Posters Mark U.N. Week

L. to R.—Don Francisco, J. Walter Thompson Co.; Clark M. Eichelberger, director, American Assn. for the United Nations; and Ken Dyke, National Broadcasting Co., examine U.N. Week offset posters, to be distributed throughout the country, as they came off presses at Crafton Graphic Co., New York. Mr. Dyke holds the original. U.N. Week, held nation-wide for the third year, emphasizes study and education about the world organization.

#### Gaetjens Marks 125th Year

Gaetjens, Berger & Wirth, Inc., Brooklyn, manufacturers of lithographic, letterpress and gravure inks, is currently observing its 125th anniversary year, which ranks it among the oldest graphic arts firms in this country. Founded in Germany in 1823, the firm opened a branch plant in New York shortly after the Civil War, under the name Berger & Wirth, Inc. During the first World War, the company came into the ownership of M. J. Averbeck, who operated it under the old name until 1925. That year it was sold to Charles F. Gaetjens and Frederick Weldon, who today are president and vice president, respectively. Both of these officers have been in the printing ink business for many years.

The company today operates ten mills at its Brooklyn plant, in the Gair Building, 35 York St., and also operates an eight mill plant at Chicago. Modern laboratories are located at both plants.

#### To Promote Advertising Material

The National Assn. of Printing Ink Makers, New York, will sponsor an advertising program designed to promote the use of printed advertising and to emphasize the effectiveness of color as a sales factor. Full-page advertisements, in color, will run in advertising trade publications. They will feature the slogan, "Your Best Salesman—Printing Ink."

Responsible for the campaign is the Association's publicity committee, con-

sisting of John Ellison, chairman, president of Lewis Roberts., Inc.; H. Bettye Stout, advertising assistant, General Printing Ink Division of Sun Chemical Corp.; and George Welp, advertising manager, International Printing Ink Division of Interchemical Corp. David H. Sloane is secretary of the ink association.

#### N. Y. Assn. Offers Courses

The New York Employing Printers Assn. will start its 32nd consecutive season of evening educational courses the week of September 27, when enrollment opens for members of the association and their employees only. Enrollment for employees of advertisers, publishers, and other buyers of printing, as well as for association members will start Monday, October 4 and will continue until the classes are filled.

Courses will start the week of October 18. Each will consist of 20 class sessions, one a week. Courses include a wide range of graphic arts studies. Among the courses is Elements of Offset Lithography, with Frank Stockinger, Jr., treasurer, Stockinger & Langbein Photo Litho Corp. as instructor, assisted by Franz Stockinger, president of the same firm.

#### Forms New York Ink Company

Chromotone Printing Ink Co. specializing in the manufacture of offset inks has been formed at 114 East 124th St., New York, under the proprietorship of Irving Simmons.

The new firm's predecessor, the J. E. Eastman Co., was formed in 1938 by Mr. Simmons and J. E. Eastman. At that time the company was located at 41 John St., New York, and was engaged in the production of duplicating and Multigraph inks and inked ribbons. Mr. Simmons acquired sole ownership of the concern in the following year.

#### Directs Sun's Research

Sun Chemical Corp., New York, recently announced the appointment of Dr. Wilbur O. Teeters as director of research, succeeding Dr. Paul V. McKinney, resigned. Previously, Dr. Teeters was supervisor of Sun's research laboratory in Harrison, N. J. Prior to joining Sun Chemical Corp., Dr. Teeters was associated with Rohm & Haas, the ammonia department of DuPont, and the Barrett division of Allied Chemical and Dye Corp.

#### Announce IPI Essay Contest

The annual IPI essay contest, now in its 13th year, has just been announced by the National Graphic Arts Education Assn. and International Printing Ink The theme of the 1948-49 contest will be "Printing and Free Government," and the contest includes cash prizes ranging down from \$500 for first place. It is open to school students.

#### ATF Appoints Morgan

The appointment of Duncan J. Morgan, active in the manufacturing, management and investment fields, as director of human relations for ATF Inc., Elizabeth, N. J., has been announced by Thomas Roy Jones, president. He succeeds B. F. McClancy, who has become general manager of the Associated Industries, Cleveland.

#### Lawson Appoints Manager

E. P. Lawson Company, Inc., New York, has recently appointed Adam Altglass as manager of Lawson's Manufacturing division. Prior to his connection with Lawson, Mr. Altglass was vice president in charge of production of a firm in the electronics field.

# EVERY PHOTO ESSENTIAL FOR THE LITHOGRAPHER

# QUALITY "TOOLS" for FINE CRAFTSMEN

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Deardorff Levy Robertson

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Merck & Co.
NORWIL Photo Chemicals
Nutran Products
Sinclair & Valentine

#### DRYERS

Pako Simplex Weaco

#### EQUIPMENT

Alfa Douthitt Marshall NORWIL Robertson Taylor

#### FILM

Ansco Reprolith Ansco Stripping DuPont Photolith Eastman Kodalith & Kodaline

#### LIGHTS

Atlas Gelb MacBeth Pease

#### PAPE

Ansco—All Types
Defender—Litho Transparent
and others
Eastman—Ad Type and others
Haloid—Lithaloid Negative
and others
NORWIL—Silverprint

#### PLATES

Ilford Panchromatic Eastman Kodalith Kodaline and Kodak

#### SCREENS, HALFTONE

International Levy

#### TISSUES

Autotype Gevaert Mc Graw NORWIL—Silk Screen T669



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HEN you order cameras, lenses, enlargers, lamps, dryers, whirlers or other photo equipment or supplies from Norman-Willets, you are sure of highest quality and dependable service. Complete stocks of quality products permit prompt deliveries, and Norman-Willets' large scale purchasing assures top values in every price field.

### NORMAN-WILLETS GRAPHIC SUPPLY CO.

326 WEST WASHINGTON STREET . CHICAGO 6, ILLINOIS

Sole U. S. Distributors For Ilford Dry Plates

First Source for 28 Years for Quality
Photo Equipment and Supplies

#### Court Contempt for ITU

The National Labor Relations Board's general counsel's office asked on August 25 that the International Typographical Union be held in contempt of court for insisting on closed shop contracts. The union is under an injunction five months old against negotiating such agreements, as outlawed by the Labor-Management Act.

Striking Chicago ITU newspaper compositors faced the possibility that strike benefits which they are now receiving at the rate of \$60 a week for married men, and \$40 for single men, may be stopped by the contempt of court action on the grounds that the payments are encouraging a strike in pursuit of an illegal objective (the closed shop). A court hearing was scheduled for September 15.

#### PIA to Issue Booklet

The Printing Industry of America, Inc., Washington, D. C., has retained Survey Institute, Inc., of 37 Wall Street, New York, management consultants, to prepare one of a series of books on all phases of the printing industry.

James R. Brackett, general manager of the Printing Industry of America, explained that plans have been adopted for publication of a series of education volumes for printers in order to bring to them the most modern business practices. The booklet will deal with such subjects under executive management as cost control, marketing, production control, industrial relations, plant maintenance, credit, collections and public relations.

#### ATF Film Scheduled

Scheduled dates for American Type Founders' new sound-and-color motion picture, "Type Speaks!" on the history, manufacture and use of printers' foundry type, include: Graphic Arts Emergency Council, Newark, October 8; The Navigators, New York City, October 8; Graphic Arts Forum, Philadelphia, October 12; Comet Press, New York City, November 6; Craftsmen's Club of Buffalo, November 19. Screenings of

"Type Speaks!" can be booked through American Type Founders Sales Corporation's offices, 200 Elmora Avenue, Elizabeth B, N. J.

#### Head of Goerz Marks 50 Years



FRED SCHMID

September 13th of this year marked the 50th anniversary of the beginning of the C. P. Goerz American Optical Co. It was on that date in 1898, when Fred Schmid, a young instrumentmaker, applied for a position with the Goerz Optical Works in Berlin-Friedenau, Germany. After a few hours' interview with C. P. Goerz, the founder of the Goerz enterprises, the latter offered to send him to America to open a branch factory there, in order to meet an increasing demand for Goerz lenses in the U.S.A. Young Schmid accepted the offer readily and, after six months of intensive study of the manufacturing methods of the parent house, he arrived in New York in May 1899 to set up shop. Since then the making of the Goerz American lenses was carried on here under his supervision.

The American firm was incorporated in 1906 as the C. P. Goerz American Optical Company and its assets and manufacturing rights were acquired through purchase by a small group of American citizens in 1920. The German Goerz Company was merged in 1926 with the Zeiss Ikon Corp. in Germany. Today the American Goerz firm is the only company which supplies a full line of the Goerz lenses.

Mr. Schmid, at first in charge of production, was made general manager in 1910, vice president of the American company in 1920 and finally president in 1937.

Last August he celebrated his 78th birthday with his three daughters at their summer cottage in South Salem, New York. In recognition of his 50 years' service with the Goerz organization he has been voted by his board of directors a three months' trip to Europe, which he hopes to take at a later date, when travel conditions abroad improve.

#### Sleight Expands In N. Y. Area

An extension in the sales, servicing and manufacturing facilities of the Sleight Metallic Ink Co., 480 Canal St., New York, was announced August 25 by Murray Beckford, general manager of the company's eastern division. Additional space comprising 5,000 square feet has been leased and new equipment including several new mills and mixers has been installed. At the same time, Mr. Beckford, announced that Jack Keating formerly with Dan Casey Co., New York, has joined the Sleight organization as a printing and lithographic ink salesman in the New York and nearby areas. Other salesmen will be added as the operations of the branch expand, according to Mr. Beckford. Arthur J. Tarling is in charge of sales for the New York area.

#### Show U.S. Camera in Sweden

The Consolidated 31" color camera was shown in the recent graphic arts exhibition in Stockholm, Sweden, by Benjamin Sugarman, president, Consolidated Photoengravers Equipment Co., Chicago. Mr. Sugarman planned a tour of graphic arts plants in Europe as part of his trip.

#### Adams Installs New Press

Adams Lithographing Co., Chattanooga, has recently announced the installation of a new Harris press. As a result the plant's output will be increased by a potential 35,000 to 40,000 impressions per day, Mrs. Walter H. Adams, president, said.



OVENS — SPOT COATERS

UNIVERSAL COATERS

VARNISHING MACHINES

PROVING PRESSES

TURN TABLES

LIFT AND PILE FEEDERS

CLEANING MACHINES

AND OTHER SPECIALIZED EQUIPMENT

Wagner machinery is designed, engineered and manufactured with painstaking care to meet the most exacting requirements of metal decorators. A record of more than 50 years service to the industry stands in back of every Wagner product. Whether you are interested in a single unit or a complete line, Wagner engineers are always ready to help solve your problem.



### WAGNER LITHO MACHINERY DIVISION

NATIONAL-STANDARD COMPANY

Harborside Terminal Unit 3 34 Exchange Place Jersey City, N. J.

#### Direct Mail Near \$800 Million

The amount of money spent on direct mail advertising in 1947 was estimated at \$764,200,000 by Edward N. Mayer, Jr., president of James Gray, Inc., New York lithographer, printer and direct mail specialty house. Mr. Mayer's estimate appeared in a recent issue of *Printers' Ink* in refutation of a previous published estimate which placed the figure at \$482,737,024.

Mr. Mayer arrived at his figure after a rather complete survey made by his organization. He checked post-office figures on mailings in each class, postoffice estimates of percentages of these mailings devoted to advertising, and balanced these figures with the opinions of a panel of experts on direct mail, as well as with those of several hundred advertisers. Several recent studies made by the Direct Mail Advertising Assn. confirmed these findings, he said. How much of the material was produced by lithography was not known.

#### MASA Meets in Philadelphia

The Mail Advertising Service Assn., which numbers among its members lithographers who produce direct mail advertising, was scheduled to hold its 27th annual convention September 26-29 at the Bellevue-Stratford Hotel, Philadelphia. A "Photo-offset exchange," was scheduled for the opening morning with V. C. Dwyer, Jr., Tanki Mail Advertising Service, Pittsburgh, as chairman. Other sessions throughout the four days were to deal with many problems in direct mail production, management and other phases. S. Mayer Feldenheimer was general convention chairman.

#### Direct Mail Assn. to Meet

The 31st annual conference of the Direct Mail Advertising Assn. is to be held September 29, 30, and October 1, at the Benjamin Franklin Hotel, Philadelphia, with a busy three day program covering many phases of direct mail advertising. A feature of the first day will be the presentation of the Direct Mail awards for 1948, and several talks

and discussions. Several speakers are on the program for the second day, while the last day will be devoted to a series of departmental conferences on mail order, fund raising and public relations, industrial, house organs, and fundamentals.

The conference follows the annual convention of the Mail Advertising Service Assn. which concludes at the Bellevue-Stratford Hotel, Philadelphia, on September 29.

#### Nekoosa Adds to Capacity

Nekoosa-Edwards Paper Co., Port Edwards, Wis., has just announced an increase in mill capacity by the rebuilding of its No. 4 paper machine. Increased drying capacity has been achieved in the main section of dryers by the installation of additional dryers. A size press has been added to the machine to permit the manufacture of surface sized fine papers. A second dryer section has been installed after the size press for the purpose of drying the paper after the tub-sizing treatment. Other improvements are to be added also.

#### Photoengravers Meet. Oct. 7-9

The 52nd annual convention of the American Photoengravers Assn. is to be held at the Statler Hotel, Cleveland, October 7, 8 and 9. In connection with the convention will be the annual exhibition of photoengravers' machinery, equipment and supplies. The association's offices are at 166 W. Van Buren St., Chicago 4.

#### Cites Failure in Display Usage

The failure of national advertisers to tie in their display programs in stores with local media, was blamed for a substantial loss in retail sales by Clifford L. Vanderbogart, vice-president of the Niagara Lithograph Co., Buffalo and president of the Point of Purchase Advertising Institute. He addressed about 50 members of the Utica Advertising Club at a dinner meeting recently in Utica, N. Y.

Pointing out that advertising displays are media that swing into operation the moment the customer, his money, the seller and the product come into contact, Mr. Vanderbogart urged advertisers to be sure their installations of displays are in proper relation to distribution of the product.

The speaker emphasized dealers' use of displays is mostly a "hit and miss proposition" with the retailer basing his use of product displays on personal likes or dislikes.

#### Static Clinic at Convention

Members of the National Assn. of Photo-Lithographers and their guests are invited to attend a question and answer session on their static problems at the N.A.P.L. Convention, Cincinnati, September 15-18. This session will be held in booth 6 at the exhibition center in the Netherland Plaza Hotel. This static control clinic is sponsored by the Takk Corp.. Newark, Ohio, and the John Hewson Co., New York.



#### New Indianapolis Ink Plant

A new ink manufacturing plant, at 1000 E. Vermont St., Indianapolis (above) was recently completed by the Howard Flint Ink Company of Detroit. The plant has 24,000 square feet of space, and is fully equipped with new ink making machinery. Ink will be manufactured for every printing process, including news-

paper and magazine rotary black and colors. L. E. Martin, manager of the new plant has been with the Flint organization for 6 years. Production and technical departments are under the supervision of Cecil Connor who has had 25 years experience in ink production.

The Flint Company has had a service branch in Indianapolis since 1924.

# What do you demand in a Litho Ink?

workability?

mileage?

sharp impressions?

• uniformity?



gives you all these qualities and more

Send in a trail order. Try Comolith, either in black or colors on your next difficult job. If you don't get better results from this litho ink . . . if it doesn't come up to your expectations in every way, ship the unused



portion back to us collect and your refund or credit for full amount will be sent you immediately.

### c. o. MONK, INC.

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#### **National Group Studies Graphic Arts Safety**

P OR the first time in the history of the National Safety Council a sectional meeting devoted to accident prevention in printing plants will be included in the week-long program of the Council's annual Safety Congress opening in Chicago, October 18.

Tuesday afternoon, October 19, has been allotted to the Printing and Publishing division of the Safety Council which was organized during last year's convention. Place of meeting will be Parlors A, B and C at the Congress Hotel.

Two addresses and a panel discussion, along with reports and routine organization business will occupy the attention of delegates present. W. A. Anderson, mechanical superintendent of the Government Printing Office, Washington, D. C., will outline to the conference the government printing safety program in the first talk and, after floor discussion, he will be followed by Ralph M. Kramer, Chicago, supervising engineer, Employers Mutual Liability Insurance Co. of Wisconsin, whose topic will be "Safety Problems Peculiar to the Printing and Publishing Industry."

Under the general subject of "Creating a Point of View Toward Safety," four topics are to be considered in the panel discussion: (1) Shall we abolish safety rules and regulations?; (2) Are incentives essential in a successful safety program?; (3) When is an employee safety-conscious?; and (4) Should safety records be publicized in the plant?

Henry P. Conkey, president, W. B. Conkey Co., Hammond, Ind., is moderator of the panel group whose members are Melvin Pittman, safety director, Standard Register Co., Dayton, O.; Otto Wolf, assistant production manager, Chicago Tribune; E. Baron, vice-president, Pacific Press, Inc., Los Angeles, Calif.; and Al Huston, resident engineer, American Mutual Liability Ins. Co., Chicago.

Walter R. Smith, safety director, R. R. Donnelley & Sons Co., Chicago, and first general chairman of the Safety Council's Printing and Publishing section will open the conference at 2 p.m., with a brief welcoming address and will also present a report of the progress made in organizing the graphic arts industry behind the new program during the first year of the section's activities.

Announcement last fall of the creation of this new National Safety Council drive to reduce industrial accidents has met with surprising response, Ray Ketchmark, of the Council's Chicago headquarters staff reports. Throughout the year, he said, there has been a continuous stream of requests for details of the program being developed in the printing field. There is every indication, he added, that the section's first annual conference to discuss the printing industry's accident problems will draw a large representation of printing plant executives to the Chicago meeting next month.

The safety conference was scheduled by the council's program makers one day ahead of the opening of the annual convention of the Printing Industry of America, at Edgewater Beach Hotel in Chicago, Oct. 20. This, Mr. Ketchmark pointed out, will make it possible for P.I.A. delegates to attend both gatherings.

#### Talks on Safety

G. Stuart Mansfield, safety director at the Poughkeepsie, N. Y. plant of Western Printing & Lithographing Co., in a recent talk on "Accident Prevention" before Local 52, Amalgamated Lithographers of America, declared that few employees are actually interested in the cost of accidents to their employers. However, as a matter of fact, he asserted, accidents hurt the most right in the employee's own pocket. Safety directors, he said, have missed an important point in not impressing on the

individual worker the cost of accidents to him in dollars and cents.

"It is only through teamwork on the part of workers, the unions and management," Mansfield continued, "that a successful accident prevention program can function. By keeping the dollars and cents loss before the worker, I feel we can keep him interested in accident prevention. This will emphasize the need for obeying safety rules and regulations, thus helping to keep accidents at a minimum."

#### Metal Decorators Meet in Oct.

The National Assn. of Metal Decorators is planning to hold a three day meeting October 4, 5, and 6 at the Stevens Hotel, Chicago, it was announced during August. The three day program will consist mainly of visits to plants in the city. These tours will include trips to the Caspers Tin Plate Co., W. H. Hutchinson & Son, Closures Lithographing Co., and the laboratories of the Lithographic Technical Foundation.

Business will include the association's annual meeting and election of officers. Earl Gray of Caspers Tin Plate Co. is in charge of arrangements. Registrations are being handled by the association secretary, William Kerlin, Tinplate Lithographing Co., 3611 14th Ave., Brooklyn 18, and were to close September 10. The registration fee is \$10.

#### USP&L Adds Offset at Cincy.

United States Printing & Lithograph Co. recently installed two Miehle 61" two color offset presses at its Cincinnati plant. These are the first offset presses to be installed in that particular plant, which previously was devoted entirely to other processes.

#### Mich. Co. Adds Camera

Michigan Litho Co., Grand Rapids, Mich., has installed a new Rutherford 24 x 24 precision color camera, it was announced from the Chicago office of Rutherford Machinery div., Sun Chemical Coxp.

# Profitable Speration

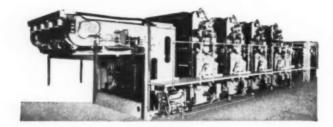
However excellent features it may have, the determining factor in selecting a printing press is the question of *profitable* operation.

So in the designing and construction of Hoe's wide group of presses for the specialized requirements of the lithographer, the dollars-and-cents production viewpoint has constantly been kept in the forefront. Hoe presses always are built to produce maximum profits.

Unsurpassed convenience of controls, hours-saving inking and registration features, and massive construction with lavish use of heavy roller and ball bearings, are some of the factors that make possible the high productive speed of Hoe presses on the finest quality of work.



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### Lithography Everywhere at Chicago R.R. Fair By H. H. Slawson

THE Chicago Railroad Fair, staged on that city's lake front this past summer, made extensive use of lithography to tell the story of railroad progress in the century since the first train pulled out of this great transportation center, back in 1848.

From 24-sheet posters to press passes, lithography was a favorite printing medium. Many individual exhibitors distributed lithographed literature to visitors while the fair's further influence on the industry was reflected in posters and window display materials put out during the summer by diesel engine makers, distillers and other national advertisers who tied their products in with the fair's theme of railroad history. Rare lithographs of old time railroad life also appeared in show windows.

Success of the show in stimulating railroad travel prompted the thirtyeight railroads sponsoring the project to consider, near its close, a proposal to repeat the show in 1949. If the decision is favorable, lithographers and printers can thus expect a possibly greater volume of business from this enterprise next year. No exact figures were available on the quantity of posters put up around the country. That it was considerable, however, is indicated by a statement that just one of the sponsors, the Monon R. R., planted 24-sheet posters at average intervals of twenty miles along its route between Chicago and Indianapolis.

In Chicago 24-sheets were posted on sixty billboards and they were also plentiful in other large cities. Another 40,000 multi-color posters, 14 x 22 inches in size, were distributed for hanging in railroad stations, and still another poster was placed on Railway Express Agency trucks. Smaller posters, window hangers and cards, and auto stickers were also used, and one six-page folder distributed to hotels and travel agencies had to be re-run several times for a total of over 1,000,000 copies, as of Aug. 1.

Not all of this material was lithographed, but it was not possible to learn in detail names of the various producing printers and lithographers.

Neely Printing Co., Chicago combination plant, which handled a large volume of work for the fair, ran into difficulties after signing their contract, due to the then current typographers' strike. Company executives, however, filled the composing room breaches, according to Joseph K. Roach, of the sales staff, and all orders were delivered in good time.

Largest job done by Neely was the official fair guide whose 32-page body was produced by offset, with a 4-color heavy paper cover by letterpress. Offset was used by the Neely Co. on posters of three different sizes, also window cards and the fair management's letterheads and other business stationery, Mr. Roach stated. Folders put out for two exhibitors, the Pullman Co. and the Gulf, Mobile & Ohio R. R., likewise used offset, Mr. Roach said, but the fair's million 6-page folders were done by letterpress.

American Bank Note Co's imprint, with the word "Litho" appears on the passes issued to press and radio representatives. Designed like an old style railroad pass, the card bore on its reverse side a reduced copy of an ancient railroad scene, which demonstrated lithography's ability to preserve the sharp, fine-line detail of antique engravings.

Visitors to the famous General Motors Corp. "Train of Tomorrow" received as a souvenir a 6-page folder in pastel colors telling about the train and bearing, as did other G.M. literature, the legend "Litho in U.S.A."

Travel folders generously illustrated with western scenic views which were distributed by the Great Northern and other lines, added further testimony to offset's ability to reproduce detail and artistic effects.

On a 4-page folder announcing a contest to select a name for its new

"Train X," the Chesapeake & Ohio R. R. used offset to reproduce some wash drawings with excellent results and elsewhere in the mile-long exhibit area much other evidence was visible to indicate the well justified appreciation which railroad printing buyers have for lithography.

Outstanding souvenir of the fair, from the viewpoint of this magazine's readers, was undoubtedly a facsimile reproduction of a page from the Feb. 3, 1862, issue of the Weekly Herald, that famous newspaper set up and printed in a baggage car by Thomas A. Edison, when he was a newsboy and candy butcher on the Grand Trunk Western R. R.

On the reverse side was an enlarged picture of the youthful Edison, copied from a daguerreotype of the period. Production was apparently by the planographic process, which faithfully preserved the appearance of the fragile sheet's time-worn creases, with all the blots and smears resulting from the 15-year old printer's crude labors. This historic souvenir was scattered broadcast from a float portraying Edison and his press, which appeared in the fair's opening day parade. For railroad ians the piece will undoubtedly, in time, become a collector's item, with thanks to Senefelder.

#### Donnelley Man to Speak

M. C. Rogers, director of engineering research for R. R. Donnelley & Sons Co., will be a speaker at the National Industrial Chemical Conterence to be held at the Chicago Coliseum, Oct. 12 to 16. Mr. Rogers will speak on "Chemistry in the Graphic Arts," during an afternoon session, Oct. 13. The conference is being held in conjunction with the Fifth National Chemical Exposition, sponsored by the Chicago section of the American Chemical Society.

#### Curtis Man Joins Colson

James W. Swackhamer, former market analyst for Curtis Publishing Co., Philadelphia, is now associated with the U. O. Colson Company, manufacturers of Calendars, Fans and Advertising Specialties, of Paris, Ill.

### Quality Products LEADING DISTRIBUTORS

This choice by the leading distributors of lithographic supplies is a testimonial to the unparalleled superiority of Aquatex and Dampabase. These companion dampening roller coverings assure the efficiency and quality so necessary for exacting reproduction. Order yours now. Aquatex and Dampabase are sold throughout the world by leading lithographic supply houses and their branches.

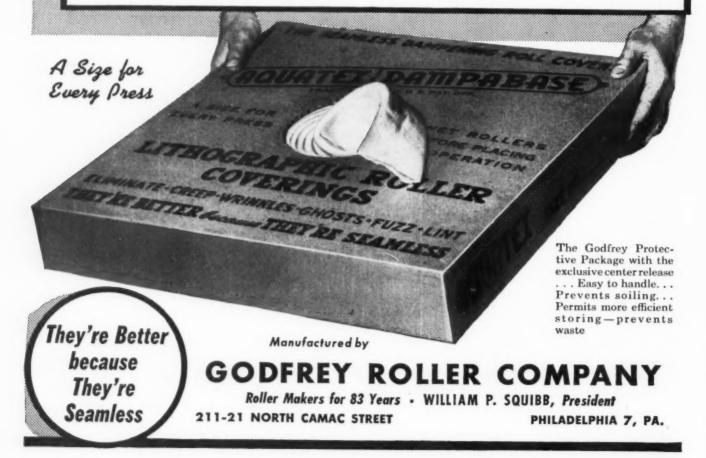
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### AQUATEL DAMPABASE

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Interchemical Corporation
McKinley Litho Supply Co.
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J. H. & G. B. Siebold, Inc.
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Algraphy, Ltd.
Canadian Fine Color Co. Ltd.
F A G Limited
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Servicio Para Artes Graficas, S.A.



#### Copper In Solution Causes Plate Scumming

By G. MacDougall, Ph. D.

Reprinted from PATRA Journal (Britain), May, 1948

SCUMMING of litho plates is due to a variety of causes, some of which are well recognized and others only imperfectly understood. The present article deals with a case in which scumming arose in rather unusual circumstances.

During a run in which carton board was being printed with a red ink, the plate started to accept ink in the non-printing areas and the scumming was accompanied by a perceptible darkening of the zinc which grew gradually worse until finally the plate was quite black and the scumming was sufficiently severe to stop production.

Samples of board, ink, used and unused plates, water from the fountain and the etch were taken for laboratory

examination. Nothing was found in the board, ink or unused plate which could have caused the trouble, and it soon became evident that the fountain solution was responsible. This consisted of tap water and a small quantity of the etch. Pieces of lithographic zinc submerged in the fountain solution for eight hours were darkened in very much the same way as the printing plates. A chemical analysis of the dark films on the used plates and the plates blackened in the laboratory revealed that the blackening in both cases was, in the main, due to the presence of metallic copper. It was shown that the copper came from the fountain solution which contained surprisingly large quantities (0.01 per

cent). If zinc is dipped into a solution containing copper, the copper is deposited on the zinc.

The cause of the scumming and rapid deterioration of the plate was then clear. Copper is a metal which has a natural attraction for oils and greases-it is used as the image metal in many bimetallic plates for this reason- and its presence on the nonprinting parts of the plate would be expected to be a very efficient cause of scumming. In addition to this, the rate at which zinc is corroded by acids, which are contained in the damping water, is greatly increased by the presence of small quantities of copper. That a great deal of corrosion had taken place on the used plate was to be seen under the microscope, and in fact the grain had been practically obliterated which in itself would lead to scumming and catching up.

The next step in the investigation was to find the origin of the copper in the fountain solution. The etch used contained, among other ingredients, nitric and chromic acids but no cop-





The high cotton fiber content . . . 75% . . . of Stonewall Ledger, the care used in its manufacture, give it strength and durability well beyond the average. Stonewall Ledger has excellent ruling, writing and erasing qualities, is ideal for bonds, deeds, journals, legal instruments and other forms subject to constant handling.



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per. Its action on zinc is to deposit a vellow-brown film similar to the Cronak film, which, far from being harmful, is beneficial to the litho process. The etch, however, was shown to react with brass which is an alloy of zinc and copper, in such a way that copper is dissolved. The dark stain was obtained by first immersing a strip of brass in the etch and subsequently a strip of zinc. The etch dissolved the copper from the brass and afterwards deposited it on the zinc. On the printing machine, evidently the etch had dissolved small quantities of copper from the brass roller of the damping train, and this was the direct cause of the trouble.

The natural reaction of the pressman when scumming and blackening of this sort first appears would be to apply more etch to attempt to overcome it, but this would increase the amount of etch available to attack the brass roller and in the long run would make matters worse by increasing the amount of copper in the fountain solution. That a cycle of this sort had taken place was probable from the unduly high acidity (pH 2.7) of the fountain water.

The solution of the problem was to change to an etch which has no solvent action on the copper in the brass damping roller.

#### Western Show to Repeat

The first Western Packaging Exposition, San Francisco, was recently concluded at the San Francisco Civic Auditorium, and because of its success, Saul Poliak of Clapp & Poliak, Inc., sponsors and managers of the show, assured the continuation of the show as an annual industry event in San Francisco. Dates of the 1949 show will be August 9 to 12.

The first exposition was attended by 6,000 business, industrial and agricultural executives from all parts of the West.

#### L. A. Firm Moves

George Rice & Sons, Los Angeles, printer and lithographer, has moved to its own building at 17th and Santee Streets.



#### designed for the popular sized sheets

The new WALDRON Aut-O-Lac Sheet Varnishing Machine has completely solved the serious production problem resulting from the increasing demand for varnished or lacquered labels, covers and similar printed pieces. It provides triple the capacity of older type machines (as much as 4,500 sheets per hour). Among the outstanding features of this machine are (1) Advanced method of feeding registered sheets and rejecting mis-fed sheets, (2) Improved fountain and varnish roll, both of which can be moved out of position for cleaning, (3) Adjustable dry lap wipers, (4) Controlled, synchronized transfer of sheets, and (5) Modern, accurate piling device. Specially designed insulated panel oven with built in air ducts insures perfectly controlled air drying.

Write for descriptive folder!

Our new illustrated folder, just off the press, contains views of the varnishing unit, transfer tapes, piling device, etc. A diagram of the complete varnishing line is included along wth full construction details of its advanced design and many operating advantages. Copy will be sent upon request.

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### JOHN WALDRON

CORPORATION

New Brunswick,

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Builders of converting machines since 1827

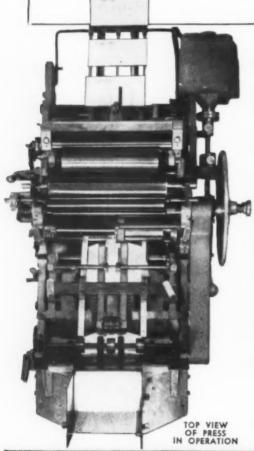
# HERE ARE P-R-O-F-I-T-S

YOU CAN'T AFFORD TO MISS!

SOUTHWORTH-POST

Lightning Speed Envelope Press

IN YOUR SHOP



# Prints Both Face and Flap of Envelope in One Operation AT 10,000 TO 18,000 AN HOUR!

Prompt service at greater profits — you get them both with a SOUTHWORTH-POST ENVELOPE PRESS. Jobs come in today and go out tomorrow — at a production profit that is as great as your customer's satisfaction!

#### A CHICAGO PRINTER SAYS:

"I can get enough envelope work at a price that makes the Southworth-Post Envelope Press the best investment in my shop."

Simple to operate, accurate, automatic. Prints from type, Ludlow, linotype slugs, electros, or rubber plates. You're losing profits every day without one in your shop. Write for particulars.

#### SOUTHWORTH MACHINE CO.

GRAPHIC ARTS DIVISION

"Over 50 Years of Service to the Graphic Arts"

30 Warren Avenue

Portland, Maine

#### Weston Obtains Carew Brands

Byron Weston Paper Co., Dalton, Mass., manufacturer of ledger and bond papers, has bought from the Carew Manufacturing Company of South Hadley Falls, the patent rights to 20 watermark and brand names, including "Old Hampshire Bond," which is 106 years old. The Carew Company plant facilities have been taken over by Texon Company of Holyoke, rubber goods manufacturers.

#### New Book Clinic Officers

The 1948-1949 officers of the Chicago Book Clinic are: president, M. W. Parkinson, American Chemical Society; secretary-treasurer, Helen Boyd, Row-Peterson & Co.; program chairman, Geoffrey Higgins, American Typesetting Corp.; hospitality chairman, Marion Dittman, Rand McNally and Co.; and publicity director, Lucille Hecht, International Altrusan.

#### Copyright Responsibilities

What are the responsibilities of a printer or lithographer when the customer authorizes the printer to print on a book the words "Copyright19—" and then the customer or author fails to apply for a copyright?

In a recent PIA management report the opinion is stated that there is no responsibility against the printer. He receives this order from the customer and assumes as a matter of course that the customer will file an application for copyright. The only way an application for copyright can be filed is to forward with it, the book itself, with the copyright notice printed thereon; and of course, the author can not apply for a copyright until the book is printed, so anyone can easily see that the printer when he receives the authority to print, has no notice of any kind that the customer does not intend to apply for his copyright. There does not seem to be any prescribed time within which the printed book must be sent to the Library of Congress, Copyright Division and it even has been held that a period within two years from the date of the book's publication is a reasonable time within which to obtain a copyright.

# "CENTER STAGE,

### MR. PRINTER!"

Center stage, Mr. Printer—
you're a main character in Rising Consumer ads!
You share the spotlight with Rising Intralace—
a quality paper—a versatile paper!

Specify Rising Intralace on *particular* jobs and together you've got a *bit* performance!





If you haven't stimulated your sales and creative staffs with the many, many valuable, salable ideas packed into the handsome *Permanized* Fine Weave brochure, better do it . . . now!

# Permanized Fine Weave

#### in a free, sales-securing idea-brochure

This brochure presents a lot of practical but unusual designs that you can adapt to your customers' requirements. It also presents *Permanized* Fine Weave . . . a specialty paper inspired by the rare old handmade sheets of sixteenth century craftsmen. You'll thrill to its beauty and be pleasantly surprised at its low cost.

In Brite-White and soft, distinctive shades of Blue, Gray and Ivory, Substances 20 and 24, Permanized Fine Weave must be seen to be appreciated. Idea-brochure available through 120 Permanized Paper Distributors throughout the country . . . or write Whiting-Plover Paper Company, Stevens Point, Wisconsin.

Permanized Fine Weave

"THE BEST PAPERS ARE MADE WITH RAGS"

#### LNA Expands Litho Promotion

Now that the lithographic industry as a whole is in a position to handle additional business from new accounts. the educational department of the Lithographers National Association states that its program for developing new business for the industry will be expanded to cover most of the larger buyers of printing and their advertising agencies. The association's mailings to approximately 6,000 users of various types of printed and lithographed material will be designed to develop immediate lithographic volume. LNA's educational program on the use of the lithographic process in printing production, resumed three years ago with the college, advertising clubs, and on-the-job training programs, was designed to promote future lithographic business. This new expanded program is being continued to also cover commercial art courses in order that copy preparation for offset lithography will be included in these courses.

For the third consecutive year LNA

#### Harris Film Wins Award

Jack Dabney (left) assistant sales manager, Harris-Seybold Co., receives trophy from American Public Relations Institute president, Harry W. Mc-Hose, representing top award for the Harris film "How To Make A Good Impression." The film has been shown more than 600 times to more than 65,000 buyers of printing and other groups. Award was high-

est in the field of effective use of motion pictures and visual aids. Another Harris



film for the lithographic industry, is to be released at the NAPL Convention.

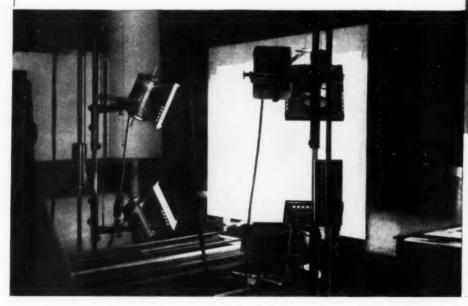
is again making available the association's teaching material on the use of the lithographic process to instructors of courses which include the subject of advertising production. Last year over 310 advertising courses across the country used LNA's material. Experience has shown that the material prepared by the association's

educational department, together with that assembled and made available through this department, has filled a wide gap in available education literature on advertising production, a spokesman said. Comment from both the educational field and from the groups of professional printing production men shows clearly the value

"For color work, I pick
"National' carbon arcs every time."

Paul Grafstein

HERST LITHO, INC. 228 East 45th Street, New York, N. Y.





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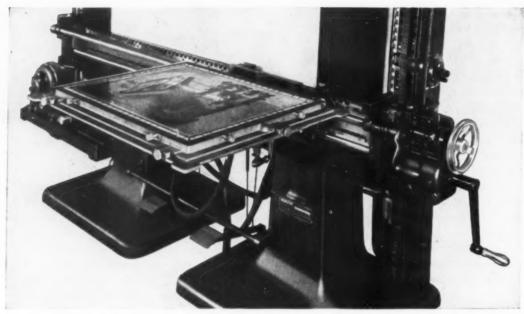
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### Monotype-Huebner Photo-Composing Machine

The fastest precision movements for step-and-repeat

The lightest weight negative equipments



M-H Hi-Speed Negative Holder Shown in Lowered Position on M-H Vertical Photo-Composing Machine (This exclusive feature permits masking, shifting masks or opaquing without moving holder from registered position)

Mounting the press plate—The M-H photo-composing machine holds the platen rigidly in a true vertical plane and the press plate is mounted on the platen by lock screws that pass through positioning holes in the plate. Thus, the plate can be placed again, if necessary, exactly in its first location.

**Register**—The M-H machine uses precision notch bars for quick and accurate placement of the negative holder to any given inch position, and a precision micrometer screw two inches long controls the movement for fractional placement of the image within the inch. Both notch bars and micrometer screws are manufactured to extreme accuracy, tolerances of less than .0003" being maintained.

**Exact positioning**—The notch bar and short micrometer screw arrangement used on M-H equipment provides for accurate and speedy production of press plates. A battery of two or more M-H photo-composing machines may well be synchronized with each other. Thus process color press plates may be composed in exact register on different machines.

**Negative holders**—M-H hi-speed negative holders are light in weight and easy to handle. They can be tilted forward to a horizontal position, work side up, for moving or changing masks where deep etch is used, or for sharp masking on either albumen or deep etch. This movement is provided for in the substantial saddle, and does not disturb register.

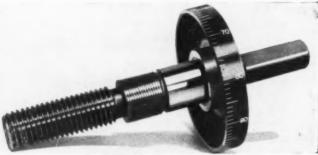
#### LANSTON MONOTYPE MACHINE COMPANY · Philadelphia 3, Penna.

WRITE FOR DETAILS AND PRICES

Showing Single-Piece Outer and Inner Glass-Holding Frames



Hardened and Ground Screw for Thousandth of an Inch Settings



of a continuing educational program direct from the industry, says H. C. Latimer, head of LNA's educational department.

The LNA material, including the widely used informational folder,

"Lithography's Place In Printing Production," is available on request without charge to established educational courses. For sales training and customer relations it is restricted to LNA members.

#### PHOTOGRAPHIC TIPS

By Eugene C. Moysen

★ There is an old saying in photography that's very helpful to remember—"When in doubt, over-expose."

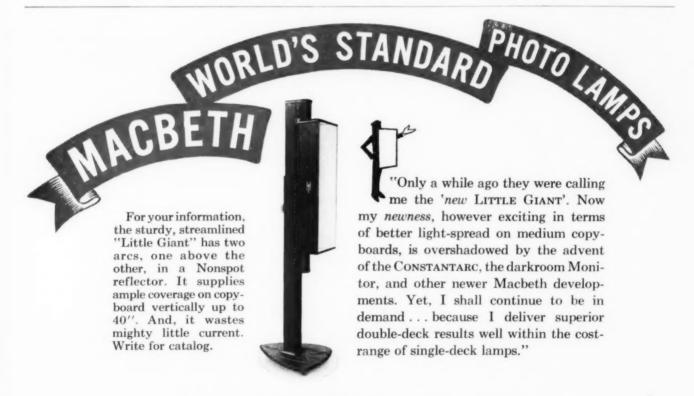
Under-exposed negatives increase the time stripping department must spend in spotting out the myriads of pinholes which the photographer could have dropped out by simply increasing exposure time by 5 or 10 seconds, (provided the copy is strong enough to take it) Art work (such as tissue overlays) often is slightly soiled during handling. Sometimes there are faint guide lines left on art. To

further complicate matters, gobs of rubber cement pick up dirt, and these register as spots on negatives, sometimes turning up at locations confusing enough to call for a careful check of the copy.

All such delays can be avoided by just a bit more care in sizing up copy, adding straight over-exposure (film latitude is of great value here), or using a suitable filter to drop out backgrounds smudged, yellowed by age, or colored. Most such material can be taken care of with up to 50

percent extra exposure, without resorting to a filter. The copy in such severe cases must consist of type or art work heavy enough to take the extra punch. Many experienced operators have found filters needed only in rare cases, such as shooting from deep vellow, orange or red paper or backgrounds. Of course, orthochromatic films cannot be used to separate red-try a panchromatic film with a red filter, but don't forget to add time required for this dense filter by multiplying the filter factor figure with normal exposure time used with the particular lens opening selected.

★ Instead of shooting extra negatives that will clutter up the developer tray, use up too much space on the negative line, and eventually get lost in the stripping department—cut the film two or three times that of the focussed copy size. Insert the film in the camera in such a way that the copy is exposed to one end only, other portions being masked off on the support holding the film. After the first exposure, mask this area off, expose



Macbeth "LITTLE GIANT" Camera Lamp

MACBETH ARC LAMP COMPANY, 875 N. 28th Street, Philadelphia 30, Pa.

#### AMERICA HAS COME A LONG WAY IN THE PAST FIFTY YEARS



### "There She Goes, Boys!"

People took buggy rides for miles to see those daredevils actually leave the earth in that new-fangled contraption. Patiently they waited, every second packed with drama, until that breath-taking shout, "She's off the ground!" At a balloon ascension 50 years ago, even the spectators were up in the air!

Today passengers fly from coast to coast as matter-of-factly as Grandpa jogged to town. Air travel has grown from a stunt to a necessity. A development in which paper has played no small part. For example:

Take blueprints and specifications: tickets and timetables and flight reports: maps and travel folders: weather maps: and the periodicals reporting in aviation. Every one is a paper product—tailor-made to do its special job!

Ever since 1898, the year International Paper Company was established, paper has been the herald and servant of progress.

International Paper Company, 220 East 42nd Street, New York 17, N. Y.



### INTERNATIONAL PAPERS



the second time to the portion that was masked during the first exposure. With a little experience, it will be found that a triple exposure can be handled easily.

The important detail here is to give all shots exactly the same time, otherwise uneven development will result. Naturally, these multiple exposure negatives cannot be made with large copy, as space is required on the film table for shifting around the film to accommodate each move.

★ It's a well-known fact that temperature control of the developer is an extremely important factor in producing half-tones that have snap and sparkle, the types of negatives that reproduce faithfully the tonal gradations of a photograph.

However, the summer temperatures crack down mercilessly upon darkroom production without a modern temperature control sink. The most accurate calculations are upset completely. One way to lick this serious difficulty is to place the developer tray in another tray filled with water mixed to a recommended temperature.

Still better, there is now on the market a handy molded rubber reservoir base, to provide constant control of temperatures in tray development. This unit connects with water faucets, and hot, cold, or tempered water flows into the rubber base, regulated to any desired temperature, and circulates inside. The developer trays will fit on the base. A constant degree is maintained by flowing water.

★ Photoflood lamps gradually lose power after some use, therefore those installed in "flash" lamp attachments for halftone photography should be checked frequently with a photo-electric exposure meter, to prevent underexposure of shadow dots.

Tape off with black tape all but two or three of the small openings admitting light to the meter cells, otherwise injury will result to the delicate instrument if the powerful light strikes the cells with full force through all openings. Take a reading

when the photoflood or projection lamp is fresh (this latter is preferable, as the trade mark is printed on the side of the lamp, thus will throw no faint shadows causing uneveness of dot sizes). If, for instance, the reading is 50, and the shadow at this power is found to be 5 seconds, then the exposure will have to be increased as the power of the photoflood or projection lamp falls off somewhat. As notes are kept, gradually a table of exposures at various readings can be made, and mounted just above the "flash" lamp for ready reference. This has been found to be a most accurate method, resulting in saving of film that is often wasted because of underexposures.

#### Stecher-Traung Reports Earnings

Stecher-Traung Lithograph Corp., Rochester, N. Y., recently reported net income for 1947 of \$791,410 or \$4.09 a share on common stock. This compares with a net income of \$820,359 or \$4.25 a share in the preceding year.

### Greetings to NAPL

Our sincere well wishes to National Association of Photo Lithographers on the occasion of their 16th Annual Convention

May your future accomplishments be many.

### Kohl & Madden Printing Ink, Inc.

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501 Washington St., Buffalo 3, N. Y. 636 Eleventh Av., New York 19, N. Y.

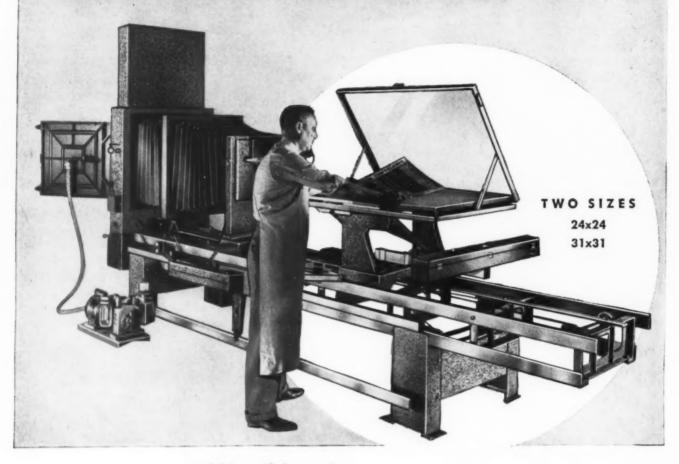
415 S. Jennings, Fort Worth, Texas

1220 Cherokee Ave., St. Paul, Minn. 4801 Keswick Road Baltimore, Maryland

1311 Widener Bldg., Philadelphia, Pa.

1825 N. Broadway St. Louis 6, Mo.

# For MODERN plants



### ATF All-Metal STANDARD CAMERA

OLD-fashioned equipment cannot turn out negatives to meet presentday demands. That's the simple reason why so many plants are modernizing with ATF Standard Cameras. These beautifully designed and precision-made instruments have every required facility for quick, easy handling and an accurate, rigid, all-metal construction that consistently delivers perfect negatives on any kind of work. Two sizes available, 24x24 and 31x31, suitable for use with most offset presses. Ask your ATF Salesman for full information.

Made by the leader in Graphic Arts Equipment.

American Type Founders 200 Elmora Avenue, Elizabeth B, New Jersey

Branches in Principal Cities



#### Paper Production Up

The pulp and paper industry set new records in production and sales during the first six months of 1948, in spite of a drop in exports, the Department of Commerce reported.

Total sales value of all pulp and paper products during the first half of this year amounted to \$3,043 million—\$234 million higher than for the initial six-months period last year. Production of all types of paper and board totaled 11,146,000 tons in the first six months— a 6% gain over the same period last year.

Large paper exporters in this country blamed the lack of dollar exchange in the hands of foreign buyers for import restrictions that kept their trade down. Exports amounted to only \$75 million in the first half, compared with \$84 million for the same period in 1947.

In spite of competition, most manufacturing mills have reduced their weekly production time, rather than cut prices, Commerce Department experts contend. "Increasing costs of operation in terms of labor and raw materials have placed the break-even point for many mills on such a high level that it is more feasible to reduce the work week and therefore, their production, than to lower prices," they report.

#### Joins Forbes N.Y. Office

Charles A. Quinn has been appointed assistant art director of the New York art staff of Forbes Lithograph Mfg. Co. The Forbes company's home offices and plant are at Chelsea, Mass.

#### Heads Fine Paper Div.

Thomas Goulard, president of the Walker-Goulard-Plehn Co., 450 Pearl Street, New York, paper distributors, recently announced the appointment of James E. Butler as manager of the company's fine paper department.

Mr. Butler has had 23 years experience in the fine paper field. From 1925 to 1927 he was a salesman with the Maurice O'Meara Co. In 1927 he became manager of the Lincoln Paper Corp.. holding that position

until 1932 when he went to W. G. P. as a member of their sales department.

#### Plan Silk Screen Plant

The Walgreen Co., chain drug store organization, plans to erect a large building on Chicago's far north side to house its extensive silk screen sign and display printing department, provided a permit for a zoning variation is obtained from the Chicago zoning board of appeals. Property owners adjacent to the proposed site at 6122 N. Clark St., objected on the ground that operations of the sign plant would create noise, odors and a fire hazard. W. E. Sarius, manager for Walgreen's, in reply, went to considerable length before the Board to explain the silk screen printing process. No decision was made.



The CORUBIA Scientific Daylight lamp fits any standard light socket—assures absolute eye comfort and approximates natural daylight. Since 1934, used and highly praised by artists, draftsmen, illustrators, architects and other professions where colors and fine details are involved.

Send your trial order for one today.

#### CORUBIA DAYLIGHT LAMP CO.

126 Lexington Avenue, New York, N. Y. Murray Hill 4-9000



# SPEED with perfect control

Jet planes could never have passed the supersonic barrier, had it not been for the combined efforts of the plane designers and the suppliers of heat-resisting materials.

The same co-operation in the graphic arts field has brought you modern presses built for higher speeds while maintaining perfect control of quality.

New high-speed presses call for new fast-setting inks and fast-setting inks require special new roller materials.

Fine IDEAL rollers are principal factors in controlling quality on many of the new high speed presses.

For years, Ideal has been co-operating with the leading press builders and the ink manufacturers to supply rollers made of modern materials which will withstand high speeds and quick setting inks while assuring clean, clear controlled colors on the finished jobs.

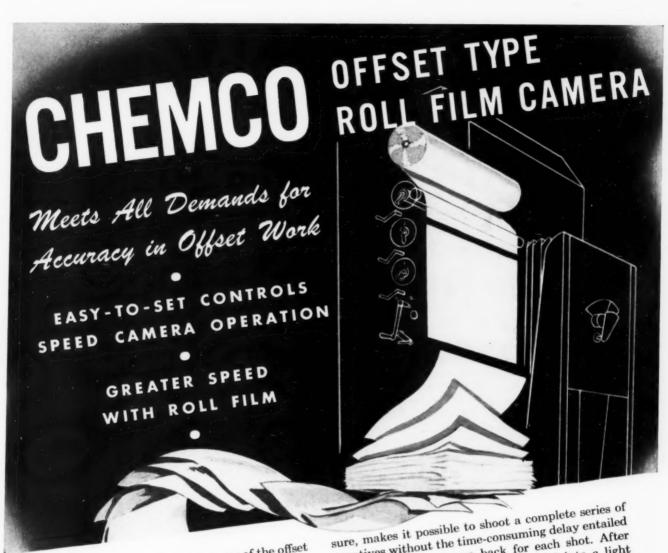
Keep step with this modern trend for doing things better and faster to meet growing competition.

Ideal rollers are daily demonstrating that they are star performers creating new horizons for profitable business development and expansion.



## IDEAL ROLLER & MANUFACTURING CO.

2512 West 24th Street, Chicago 8, Illinois 21-24 Thirty Ninth Ave., Long Island City 1, N. Y.



Speed is one of the particular advantages of the offset process. However, in addition to speedy service, buyers of offset printing are increasingly demanding higher and higher degree of quality. The Chemco offset type roll film camera gives lithographers an opportunity to effect a material increase in the speed opportunity to effect a material increase in the speed of their work without sacrificing of the fine-line accuracy in their negatives that is essential to quality in offset printing. The film magazine in the Chemco camera is loaded with three widths of film, a feature which saves time and money in shooting copy in a wide range of sizes. Use of roll film with a simple crank control for cranking it into position for expo-

sure, makes it possible to shoot a complete series of negatives without the time-consuming delay entailed in removing the camera back for each shot. After each negative is exposed it is dropped into a light each negative is exposed it is dropped with the next tight box and the operator can proceed with the next shot. This feature enables the operator to complete shot. This feature enables the operator to the his exposures, and take all exposed negatives to the darkroom for development.

Chemco roll film with its wide exposure range and its extreme sensitivity to tonal values gives the camera man an added advantage in his efforts to get a satisfactory negative on the first shot.

We're looking forward to seeing you at the NAPL Convention.

# CHEMCO PHOTOPRODUCTS COMPANY, INC

Factory and General Offices - Glen Cove, New York

No. 466

# Trojan

# "Super - Flat" **GUMMED PAPER** for Superior Results

A gummed paper is required to preserve the attractiveness of high grade labels. This remarkable quality is reflected in Trojan #466-a highly coated sheet which lends itself admirably for multi-color process, embossing, metallic ink printing or lithography. Beautiful results can be secured with halftones. Typical of all Trojan grades, it lies perfectly flat and has an ideal surface for spirit or overprint varnishing. With AAA Dextrine Gumming. For Strong Gumming ask for Trojan #566. Available for immediate delivery.



For free samples of Trojan #466 "Super Flat," write today, or order from your distributor.

# THE GUMMED PRODUCTS COMPANY

OFFICES . TROY, OHIO . MILLS Chicago • Cincinnati • Cleveland • Los Angeles

New York • Philadelphia • St. Louis

"When you think of gummed products, think of GUMMED PRODUCTS"

# Good **Plates** Sell Lithography

elling days are here! But - selling lithography is no problem to shops which have experts make their plates.

Many lithographic plants depend exclusively on "EUREKA" made plates to keep their presses running at top production.

> Can we be of help to YOU?

EUREKA PHOTO OFFSET ENGRAVING INC. 20 VAN DAM ST. **NEW YORK** 

# RELIABLE LITHOGRAPHIC PLATE CO., Inc.

# The Pioneer Plate Grainers of America

# ALL PLATES

INCLUDING THOSE REGRAINED FOR MULTILITH

ARE MARBLE
GRAINED

ELIABLE" is far more than just part of our name. It means to our customers that our plates can be depended on to give first-class results because from start to finish the graining is handled by experts of long experience. Our plates are made right to work right—they are reliable!

We carry a full supply of Zinc and Aluminum Sheets for Offset, Rotaprint Presses, in fact for all the lithograph trade. MILL
SELECTED
METAL
USED
EXCLUSIVELY

(MADE IN U.S.A.)

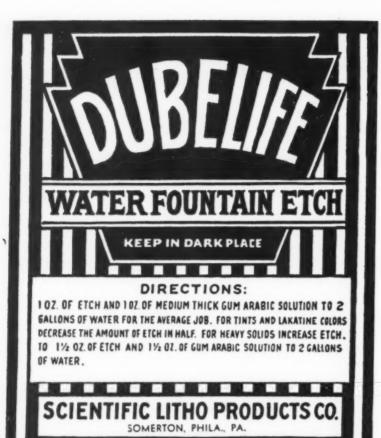
A trial order should "sell" you our services and products.

# RELIABLE LITHOGRAPHIC PLATE CO.

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# "The fountain etch that prevents 'Roller Stripping"\*

If you want something to keep plates clean, to save on dampeners, and to prevent roller stripping — Dubelife Water Fountain Etch is the product that you want. Try it and see for yourself

OTHER TIME TESTED PRODUCTS THAT DO A FIRST CLASS JOB

PRESSMAN'S PLATE ETCH GRAPH-O-PAKE
KEEN PLATE DEVELOPING INK

# SCIENTIFIC LITHO PRODUCTS CO.

Manufacturers of Lithographic Specialties

SOMERTON, PHILADELPHIA, PA.

Sole Agent

# INTERNATIONAL PRINTING INK

Division of Interchemical Corp.

Branches in Principal Cities

\*Roller Stripping—Inking Rollers that refuse to take ink

INIS Tailor Made Quality for Every Printing Use Reliable · Uniform

"KWIK" - A Solution for Repairing Offset Blankets

GAETJENS, BERGER & WIRTH, INC.

Manufacturers of Litho, Offset and Printing Inks, Varnishes and Driers

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215 South Aberdeen St., Chicago 7, III.

# LITHO CLUB NEWS

### St. Louis Club 5 Years Old

On August 5th, the St. Louis Litho Club reached its fifth birthday. It was in June, 1943 that Chester Scheidler of Chas. Hellmuth Ink Co. came to Saint Louis from Chicago to help organize a Litho Club. He met with Ted Heinicke of Heinicke-Fiegel Lithographing Co., Al Renda of Ross-Gould, Al Hartbauer of Letterhead and Check Corp., and Mel Hart of Hart Printing Co., and these four called a second meeting to stimulate interest. The first official meeting and actual organization was on August 5th with a membership of

The first officers were: Al Renda, Ross-Gould. (Now with Kohl & Madden Ptg. Ink Co.) president; Mel Hart, Hart Printing Company; vice president and treasurer; Ted Heinicke, Heinicke-Fiegel Litho Co., secretary; and Al Hartbaurer, Letterhead & Check Corp., secretary.

Total membership the first year was in the twenties. Two types of meetings were held as they are today. One, a closed meeting for members only is held the first Thursday during August, September, November, January, March and May, to transact business and discuss everyday problems.

Open meetings addressed by speakers, followed by an open forum, are held in October, December, February, April and June. There are no meetings in July. The Club holds a Christmas party in December and a boat ride in June. Non-members are invited to all open meetings.

Oliver Schuerman, of Con P. Curran Prtg. Co., is the Club's representative to the Council of Administrators of the National Association of Litho Clubs. He is elected for a two year term and is in his second vear.

The present membership of the Club is 46 members. According to the Club's Constitution adopted in July 6, 1944, membership is restricted

to "department heads, general executive foreman or key men, actively engaged in lithographic production or research in any lithographic establishment located in the vicinity of St. Louis."

Officers are nominated each year at the May meeting and final election at the August meeting. New officers for 1948 were elected at the August 5th meeting as reported last month. William R. Pelster, Comfort Printing & Stationery Co., is president.

# N. Y. Club Plans Exhibit

An exhibit of lithographic supplies and equipment, open during the afternoon and evening of Wednesday, September 22, was scheduled to open officially the season of the New York Litho Club. A similar exhibit, tried last year for the first time, was so successful that club officials decided on a repeat performance this year. Small booth areas were to be assigned to various supply firms which could demonstrate new products or describe new services, and distribute literature. Following the scheduled dinner, brief summaries of what was shown were to be given as the after-dinner program. John F. Maguire, Offset Engravers Associates, is the club's program chairman. Larry Littmann, National Process Co., is club president.

# Chicago Golf Outing

The Chicago Lithographers Club's "Play Day," August 28, saw a goodly number of club members gathered at the Navajo Fields Country Club for an afternoon of golf. Tee-off time for the first foursome was at 1:30 P. M. and, despite the terrific August heat, playing continued until dinner time. Distribution of prizes was made during dinner and the crowd then settled down for an evening of cards and other pastimes. The affair was the first of its kind attempted by the Chicago club during the summer recess from regular business meetings.

# LITHO CLUB GUIDE

### BALTIMORE

Tom Bowden. 1231 North View Rd. Baltimore 18. Md. Meets 3rd Monday, Park Plaza.

### BOSTON

Joseph H. Ulrich, Sety. Spaulding-Moss Co. 42 Franklin St., Boston Meets 2nd Wed., Hotel Gardner.

### CHICAGO

Lester Von Plachecki, Secy.
Columbian Lithographing Co.
547 S. Clark St., Chicago 5, III.
Meets 4th Thursday, Bismarck Hotel.

### CINCINNATI

Louis Weiss, Secy.-Treas. Progress Lithographing Co. Main Street Reading, Cincinnati, Ohio Meets 2nd Tuesday,

### **CLEVELAND**

H. H. Johnson, Secy. Reserve Lithograph & Printing Co. 2342 E. Ninth St., Cleveland Meetings announced locally.

# CONNECTICUT VALLEY

Roger Bartlett, Meriden Gravure Co. Meriden, Conn. Meets Jst Friday, March. May, Sept., Nov., and sometimes other months. City Club, Harford.

### DAYTON

John Heim Otterbein Press 230 W. Fifth St. Meets 1st Monday, Suttmiller's Restaurant.

### DETROIT

Harry Friedenberg, Secy. Safran Printing Co. 6543 Sylvester, Detroit. Meets 2nd Thurs. at Carl's Chop House.

### **MILWAUKEE**

Howard C. Buchta, Secy. E. F. Schmidt Co. 341 N. Milwaukee St.. Milwaukee. Meets 4th Tuesday at the Boulevard Cafe.

# **NEW YORK**

Gerard L. Urban, Secy.
Brett Lithographing Co.
Skillman Ave. & Pierson Pt.
Long Island City J. N. Y.
Meets 4th Wednesday, Building Trades Club,
2 Park Ave.

# **PHILADELPHIA**

Joseph Winterburg, Secy. 622 Race Street, Philadelphia 6. Meets 4th Monday, Poor Richard Club, 1319 Locust St.

# ST. LOUIS

Harold Rohne Letterhead & Check Corp. 2940 Benton St. Open meetings in Feb., April, June and Aug

# SAN FRANCISCO

Wm. Fennone, Temp. Secy. Lehmann Prtg. & Litho. Co. 2667 Greenwich St. San Francisco, Calif.

# TWIN CITY

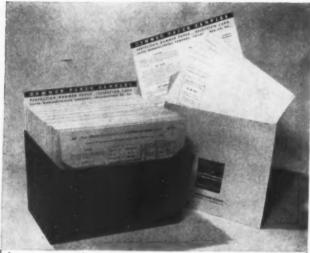
Elwood Osberg, Sec'y. Mono Trade Co. 213 S. 6th St., Minneapolis Meets last Thursday of month.

# WASHINGTON

G. B. 1. Miller, Secy. Hotel 2400 2400 16th St., N. W. Meets 4th Tuesday, Hotel 2400 (N.W. 16th

# NAT'L. ASS'N. OF LITHO CLUBS

Wm. J. Stevens, Exec. Secy. 317 West 45th St. New York 19, N. Y.





PERFECTION printed Flat Gummed Paper Samples, are proving of real value to printers in the selection of the RIGHT gummed paper for the job. Complete PERFECTION Sample Kits are in the hands of PERFECTION distributors. The three outstanding features of the Kit are:—

- 1 A SELECTION CARD. Tells which envelope contains specific PER-FECTION Gummed Samples.
- 2 ENVELOPES, 10" x 12" containing actual samples. Flaps carry full information on paper surface, gumming and standard sizes.
- 3. SAMPLES: Printed with same information as shown on envelope flap for complete user understanding.

Now, with the PERFECTION printed Flat Gummed Paper Samples, you needn't guess as to the right gummed paper for the job in hand. It's all right there in black and white. Ask your distributor of PERFECTION Flat Gummed Papers to demonstrate the kit to you.

All of our grades have been printed successfully by the offset process.

Write to us for the name of your nearest PERFECTION distributor.

PAPER MANUFACTURERS COMPANY

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# MAKLIN

# LITHOPLATE GRAINING CO.

551 West Congress Street, Chicago 7, Illinois

- M ake sure it's MAKLIN grained
- A clean quick dried, neutralized plate
- R eeps its deep grain throughout the
- L ong runs are assured
- mpressions clear and strong
- N o worry of plate going blind
- G rained by experienced craftsmen
- R egrained and new grained zinc plates
- A luminum and glass, for the Lithographic Industry
- nspected for quality, texture and depth of grain desired
- N o grain too difficult to produce
- E nds platemakers' headaches
- **D** isplays highlights of his skill and craftsmanship
- P ressmen relax during the run of a MAKLIN Grained Plate
- L ightens the burdens of production
- A lways consistent in uniformity of grain
- T he plate properly grained for your needs brings best results
- e very plate inspected thoroughly before leaving our plant
- S hoot the job on THE MAKLIN GRAINED PLATE



### Wash. Outing Sept. 25

The 4th annual outing of the Washington Litho Club will be held at the Annapolis Roads Club, Annapolis, Md., September 25. It will be a stag affair. A program of golf, fishing, swimming, tennis, softball & other activities has been arranged.

# Harnish Joins Buck Ptg.

Edward W. Harnish, past president of the Boston Litho Club, has joined Buck Printing Company, Boston, as pressroom superintendent. He was formerly with Tichnor Brothers.

# H. O. Ross, St. Louis, Dies

H. O. Ross of Ross-Gould Company, St. Louis, lithographing firm, died August 5. Survivors include a son Herbert Ross, Jr., who is associated with the business.

# St. Louis Paper Co. Moves

Pioneer Paper Company recently moved to its new warehouse and office building at 2311 Chestnut Street, St. Louis, after nine years at 1912 Pine Street.

### St. Louis Firm to Build

Bardgett Printing & Publishing Co., lithographer and printer, will build its own one story plant at 2033 Delmar, St. Louis. The building, a 70 x 144 foot structure will cost approximately \$30,000, and will be just a few doors from the main office of Bermingham & Prosser, Inc., paper distributor, which is also expanding by opening a new warehouse at 2110 Walnut Street. Bardgett now is on the sixth floor of the Von Hoffmann Bldg., at 105 S. Ninth.

# St. Louis Exhibit Develops

Exhibits lined up for the graphic arts exhibit which opens next month in St. Louis now include a collection of old-time presses, which will contrast with other exhibits showing modern methods of offset and letterpress platemaking and reproduction. Included are a Washington Hand Press, an early American hand press, a Holland press, European press, a Miller, Chandler & Price, Miehle, Kluge, an ink mill, and a complete

exhibit of offset platemaking. A scale model of a papermaking machine, and small hand papermaking equipment, are also included.

Specimens of some of the finest printing and lithography produced in St. Louis will also be displayed in an effort to make the public aware of the importance of the graphic arts enterprises in the city. A crowd of 20,000 persons is expected to attend during the exhibit which runs from October 28 through November 3 in the auditorium of the Stix, Baer &

Fuller department store. It is sponsored by the Associated Printers & Lithographers of St. Louis,

# Toys by Offset

Von Hoffman Press, St. Louis, recently completed a 50,000 run of four-color sheets, the first step in the production of mounted and die-cut toy hobby horses by a toy manufacturer. Sheets were 38 x 50", coated.



# Watch Production

CLIMB



with HANCO'S

New Setswell COMPOUND REDUCER



Speeds
Production
with All Inks

- · Offset
- Letterpress
- · Gloss
- Reduces tack without reducing body materially.
- Does not cause inks to crystallize. Can be added to first colors down without fear of "crawling" of subsequent impressions.
- Does not change colors or delicate tints; does not weaken blacks.
- Can be added in excess to Offset inks without scum. Gives clean, sharp impres-
- Quickly, easily blends with all inks. . . . Letterpress, Offset and Gloss. Reduces mixing time to a minimum.
- Eliminates picking and helps ink to lay smoothly.
- Prevents offsetting and helps repell water in offset process.
- ullet ECONOMICALI Add  $^1\!\!/_2$ -ounce—or more as needed —to each pound of ink under ordinary conditions.

Free SAMPLE

Just send this coupon for a generous FREE SAMPLE.

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# a.E. HANDSCHY co.

Manufacturers of Fine Letterpress and Offset Printing Inks

125 SOUTH RACINE AVE. CHICAGO 7, ILL.

OKLAHOMA DISTRIBUTOR BINGHAM PRINTING INKS

418 N.W. 4th. St., Oklahoma City, Okla.

# Schultz

# DEEP

# chemicals

Proved dependable and economical in leading litho plants for more than a decade You too will find it profitable to standardize on Schultz Chemicals for all your deep etch requirements.

H. J. SCHULTZ

1240 W. MORSE AVE. CHICAGO 26, ILL.



# EQUIPMENT & BULLETINS

# **Arvey Lamcotes Reprints**

A new method of converting reprints, counter signs, car cards, posters and other lithographed or printed pieces into permanent, easelmounted Lamcote display plaques has just been announced by the Arvey Corp., Jersey City and Chicago, mounters and finishers. The displays enable advertisers to use printed material directly at the point of purchase in a permanent form. Printed pieces to be processed are sent to the Arvey Corp. where they are covered with a transparent film of cellulose acetate (Lamcote) and mounted on 1/4 inch beveled hardboard. Edges may be tinted any color including gold or silver. All sizes of work can be handled. The company has offered to Lamcote sample pieces without cost. The Arvey Corp. is located at 300 Communipaw Ave., Jersey City 4, and 3462 N. Kimball Ave., Chicago 18.

### Offers Stock Lettering, Designs

Offset Scrapbook No. 4, containing 40 pages of lettering, headlines, slogans, designs and ornaments, all ready for clipping out and reproducing, has just been issued by A. A. Archbold, Box 740, Pico Heights Sta., Los Angeles 6. Nos. 1, 2 and 3, of the series have been issued previously. The four books contain a total of 5,600 specimens for reproduction in advertising.

# New Office Plate Unit

The duplicator supplies division of Remington Rand, Bridgeport, Conn., is now marketing a new device for preparing photographic offset plates in an office.

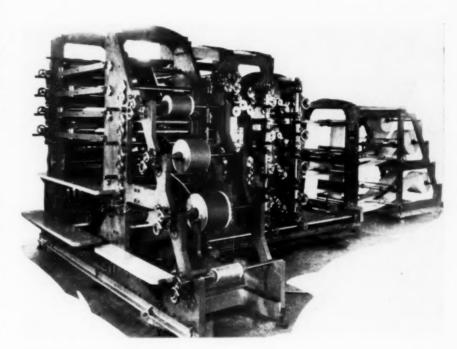
Plastiphoter, as the machine is called, is designed to replace the vacuum frame, arc light and whirler; occupies less than three square feet of floor space, and is usable by any office employee, without special training the company claims.

# Issues Paper Calculator

The "Baldwin Paperweight Calculator" a pocket size booklet containing numerous tables which can be used for quickly calculating the weight of any quantity of paper of various basis weights, has just been issued by the Baldwin Paper Co., 233 Spring St., New York.

# Markets Daylight Lamp

A daylight lamp, for use on the delivery end of presses and in other places where color must be studied under artificial light, is being marketed by the Corubia Daylight Lamp Co., 126 Lexington Ave., New York. In addition to improved viewing of color work, the manufacturer also says that eyestrain is lessened through the use of these lamps. The lamps have been used in a number of industries where color work is performed, the maker says.



# New High-Speed Manifolding Press

A new Pacific-Western manifolding press (above), designed by Orville Dutro & Son, Los Angeles, and built by the Western Gear Works and its associate firm, the Pacific Gear and Tool Works, has just been announced by the Dutro firm. The machine produces snap-out forms, and will print up to four copies, number, strike-in, print on the reverse side, assemble and paste in a continuous operation. It operates at speeds from 7,000 to 12,000 per hour. The press utilizes rubber plates, and has a number of refinements, according to the makers.

These include an automatic tension and side guide which eliminates trim, the single-plate principle reducing the number of plates needed, and a method of roll-feeding carbon paper which is said to provide a method of collating which eliminates breakage and spoilage. Delivered jobs may range in size from  $81/2 \times 11^{\prime\prime}$  up to  $17^{\prime\prime}$  in length. The press is a development from the work of Clarence L. Johnston, the announcement states. Further information is available from Orville Dutro & Son, 600 Bendix Building, Los Angeles 15, Calif.



### DOT ETCH SINK

innorporating many exclusive BROWN features—
Opal glass with Fluorescent lighting assures equal light diffusion. Special water valve and swivel gives complete water coverage. Sink available in various sizes.

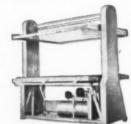


### WHIRLERS

30 x 40 to 50 x 70 and smaller models. 4 heating elements, counter balanced cover and sprinkler. Galvanized metal tank, stand welded angle iron. Complete with variable speed control.



For handling large size prints. Avaitable in 30 x 40 to 60 x 72. Complete with pump, motor, automatic vacuum control and tank.



# COUNTER-BALANCE HINGE TYPE PRINTING FRAME

 $14 \times 17$  to  $50 \times 70$ . Complete with pump motor. Automatic control and vacuum tank available when desired.  $16 \times 20$  to  $50 \times 70$ .

### LAYOUT TABLES

Grained plate glass, adjustable straight edges four sides. Fluorescent lighting. 20 x 34 to 50 x 77.



# All Welded Steel Construction

TEMPERATURE CONTROLLED SINKS : VACUUM FRAME
BLANKETS : STAINLESS STEEL TRAYS : COMPLETE DARK
ROOM EQUIPMENT

# W. A. BROWN MANUFACTURING CO

Builders of Plate-making Equipment for the Lithographer and photo-engaver for over 15 years

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# Find The Pressman Who DOESN'T Use

# VULCAN Offset Blankets

You'd have to search a long time to find a good offset lithographer who does NOT use VULCAN Offset Blankets . . . because VULCANS are first choice with a majority of the pressmen who turn out highest quality lithography.

VULCANS are famous for extreme uniformity of thickness, for the right amount of resilience and uniform ink receptivity. Pressmen who have not used VULCANS until recently are amazed at the ease with which they wash up.

If you like to "point with pride" to the lithography you do, let VULCAN Offset Blankets help you achieve the quality you want. Order red or black.



Pacific Coast Representative: THE CALIFORNIA INK COMPANY, INC.
Canadian Representative: SEARS LIMITED, TORONTO

# **New Visual Contol System of Scheduling**

SCHEDULING and produc-A tion system which provides a graphic control over planning and production in a lithographic or printing plant was described early in September by Hines Hatchett, president of Graphic Systems, New York. This job control system is effective for thoroughly organizing the elements of planning and control that go into individual jobs. It helps to coordinate these jobs with relation to personnel, facilities and available time and then maintain constant control over them. The Boardmaster, as the system is called, forecasts delays, errors, lost time, misunderstandings and other bugoboos that slow production. These problems can be spotlighted, proper analysis made and necessary revisions carried out before confusion develops, Mr. Hatchett said.

The system is completely visual. Facts are available at a glance on the control board, which provides a graphic picture of the various jobs going through the plant. Interchangeable cards of 6 contrasting colors are anchored on the board in horizontal and vertical rows.

The Boardmaster is designed to supplement rather than to replace a plant's present system of keeping records. It keeps important facts in view. One person can operate the board which can serve a plant employing from 50 to 60 employees, depending upon the nature of the work. Additional boards may be used in larger plants to accommodate more jobs and detailed information.

The main features of the Boardmaster system are:

- Flow of jobs through all departments is visible—no need for thumbing through records in books or files.
- 2. Shows 4 weeks at a glance for all departments with as many as 25 separate operations.
- Open time spotlighted in every department. Also, overtime easily seen.

- 4. Jobs can easily be budgeted for maximum load.
- 5. Contrasting colored cards spotlight departments.
- Acts as jogger for stock supply to avoid press room delays.
- Changes may be recorded instantly, by typing or writing pertinent information on cards and inserting on board.

The way the system works was outlined as follows: The job ticket is first written by the order department in duplicate. The order writer then consults with the scheduler on filling in the dates of customer contacts such as "Art Due," "Pasteup to Customer," "Ship," etc. The scheduler then sets up the in-plant schedule while the ticket is still in duplicate form.

After completing the schedule the main ticket is sent to the plant for processing while the carbon copy is retained by the scheduler for follow-up purposes. The scheduler can file his copy in an open file near the board for quick reference when details of a job are needed.

Information is taken from the job ticket and typed or written on the inserts. The cards are then inserted on the board in the order of produc-

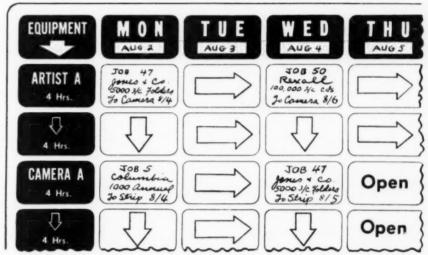


FIG. 1—A diagram of a small section of the board showing the flow of jobs from one department to another in relation to time consumed and dates. Days of the week and dates are set up horizontally while departments are shown in the left vertical column. Various other departments like Stripping, Plate, Presses, Stock to Press, etc. can be set up.

Contrasting colored cards spotlight departments and open time. As the "Today Line" moves across the board, jobs scheduled a month in advance are posted, thus presenting a graphic picture of four weeks' operation at all times. By changing the inserts, revisions in scheduling can be made in a few seconds.

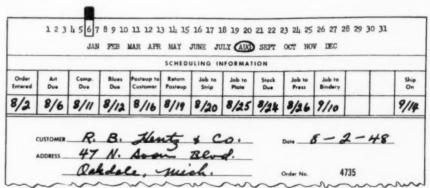


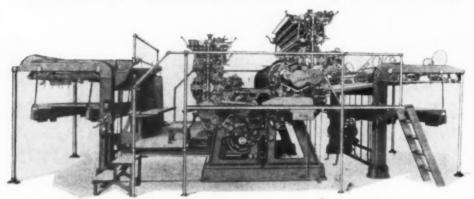
FIG. 2—Scheduling information on the job ticket. This information is filled in while the ticket is in duplicate form. The scheduler retains the carbon copy and posts the facts on the board. He

files the copy near the board for followup purposes. The signal is moved across the top as the job moves thru the plant, always showing the completion date of the next operation.

# FOR SALE

Two

HARRIS 44 x 64" Two-Color Offset Presses. \$18,000 each (on floor)



Available immediately, both can be inspected in operation in large New York City Litho Plant

AMERICAN

GRAPHIC-ARTS

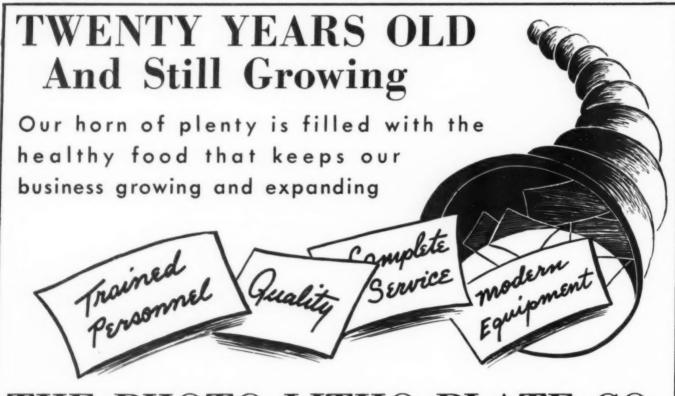
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# THE PHOTO LITHO PLATE CO.

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tion dates in various departments. Follow-ups and changes in scheduling are simple operations. All that is required is to advance the cards to the new dates. (Figure 2)

In order to secure the maximum help from the Boardmaster the additional facts shown in Figure Two should be printed at the top of the present job tickets. The top row of figures represent days of the month, and the second, months of the year.

An index tab is fastened to the first date on which an operation is to be done according to the legend underneath the date lines. When this date check appears, according to the days of the month, the scheduler checks to see that this particular operation has been completed or as the case may be, issues a revise. The scheduler then moves the date indicator to the next check date.

A simple form should be used by the scheduler to notify the various departments of the work to be performed in those departments during the next day. This form may be designed by individual plants depending on the number of departments and operations.

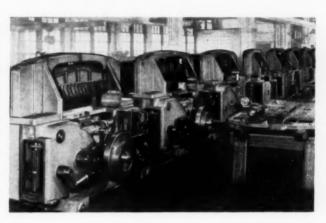
The board is made of aluminum with black finish to give strong contrast to the card inserts. Cards are

anchored in small grooves at each of their four corners. Size of the board is 24" x 38¾". The board may be hung at a convenient spot on the wall for employees to see or installed adjacent to the scheduler's desk. Special die-cut cards of 6 different colors are supplied with the board.★★

# Cutters on Production Line

Increasing numbers of hydraulic clamp paper cutters are rolling off the E. P. Lawson Company's production line (right), to meet the demands for these new cutters, the company reports. Orders booked for the 46" and 52" models, which embody the Lawson hydraulic clamp, indicate greater sales for these models than for the

er sales for these models than for the Lawson 39" cutter. This hydraluic clamp in the larger models, assures correct pressures for varied stocks by an adjustment of a valve. A dial indicator on the face of the cutter shows the



degree of clamp pressure applied. The firm points out that this provides a uniform cushioned pressure which does not jar or disturb the alignment of the lift.



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have invisibly processed shading tones. These screens can be instantly "brought-up" by the quick application of Craftint developers. Doubletone has two separate screens. Singletone has but one. Although, Craftint art is complete with full tone besides black and white, it reproduces as straight line work. This means a considerable saving in both time and plate cost. • Write today for pattern chart, examples of Craftint work and further information.

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ONE Gast Rotary Air Pump does it with 1/4 H.P. Air Volume of 7 C.F.M. results at only 950 R.P.M. Gast Rotary Design with 4 plastic vanes is quiet, cool-running... has been standard equipment since 1940.

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AIR MOTORS
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COMPRESSORS VACUUM PUMPS

Project your own Visioneering through this example — and consider how "Air may be your Answer" to original equipment problems. Gast Rolary Vacuum Pumps, Compressors and explosion-proof Air Motors help improve product efficiency reduce bulk - increase safety — with smooth, "pulseless" performance. We'll be glad to cooperate if

air pressure, vacuum, or power can be applied on your products. For details, write Gast, describing your problem.

"AIR may be

LOOK FOR GAST UNITS ON YOUR OFFSET PRESSES, VACUUM-BACKS and PRINTING FRAMES.



GAST MANUFACTURING CORP.

### Crocker-McElwain Portfolio

A new portfolio, "Unified Stationery on Certificate" has just been published by the Crocker-McElwain



Co. of Holyoke, Mass., and the company reports that it is one of the most elaborate and helpful portfolios offered to the graphic arts industry. It presents in a practical way the idea that the "outside forms" of a business should be linked together and identified by unity of design. The portfolio contains 11 matched sets including the letterhead, statement, shipping label and corner card of the envelope, all identified by a unifying device, picture, or a distinguishing similarity in typographic treatment that will immediately establish their one-family or one-business origin. The copy in the portfolio also suggests that this might be carried on further to include the business card, invoice or billhead,

The portfolio is designed to show the lithographer or printer how to sell an order for envelopes, invoices or statements along with a letterhead

### Joins McLaurin-Jones

Robert E. Griffin has just joined the sales department of the McLaurin-Jones Co., Chicago, and will operate out of Cleveland, covering the territory of the late Arthur C. Martin. He formerly served as mid-west representative for the Glidden company.

order and also to include the shipping label or business card as well.

Eleven American artists designed the matched stationery sets in the portfolio.

The portfolio will be available in September either through the Certificate Bond agents or direct from the Crocker-McElwain Company.

# Craftint Appoints Distributor

The Craftint Manufacturing Company, Cleveland, has just announced the appointment of Dixie Art Supplies. Inc., New Orleans, as southern distributor for art materials, shading mediums and paints, representing them in Florida, Georgia, South Carolına, Alabama, Mississippi, Texas and Louisiana.

# Gibson Advances Wagner

Gibson Art Co., Cincinnati greeting card publishers, has announced the transfer and advancement of Fred Wagner from Minneapolis to Chicago, where he becomes district sales manager.



JOBBERS:—write for details of our liberal sales offer. Due to territorial realignments, a few good territories are now open. "33" lak Conditioners are a natural for every distributor. Once sold, always used. Write today.

# 8-LB. TRIAL ORDER

If our Ink Conditioner does not satisfy you completely, you may return the unused portion at our expense.

"33" (letterpress) "0-33" (litho and multi-



# The Direct Reproduction Corporation Announces

# A PERFECT SUBSTITUTE FOR GLASS

A transparent, translucent or opaque plastic sheet with a press polished or matte surface which holds its size.

Our Dyrite Clear Press Polished sheet is a perfect base for the lithographic craftsman when stripping positives or negatives for making deep etch or albumen press plates for close register work.

Our Dyrite Clear Matte One Side sheet has an ideal surface for air brush, fine line drawing, original color separations and all phases of drafting work.

Our new plastic sheet comes in a 36 x 48" size, and can be obtained in any thickness from .010" up.

Write or call for your free samples and price list.

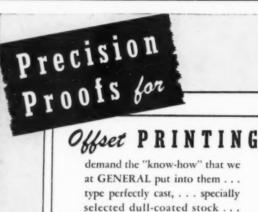
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demand the "know-how" that we at GENERAL put into them . . . type perfectly cast, . . . specially selected dull-coated stock . . . dull-black ink developed thru years of experience . . . that sharp even impression for "repros" that mean perfection in Your finished job . . .

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CHICAGO 7, ILL.

# New Kodak Color Densitometer



A new color densitometer (above) which does not require a "warm up" period, and which operates without glare so that it is easy to locate the desired section of the negative to be sampled, has been announced by the Eastman Kodak Co.

This unit, the Kodak Color Densitometer, Model 1, for transparencies up to 8 x 10", is a visual, direct-reading instrument with which densities from 0.0 to 3.0 can be read directly from the scale. When a supplementary neutral density filter is employed, densities up to 4.0 can be read. Divisions of scale are uniformly spaced throughout the range, making the scale easier to read.

The densitometer employs an "optical wedge" against which desired densities are measured. The wedge is made of a plastic in which are suspended minute graphite particles. Circular in shape, the wedge has a linear thickness variation around its edge to give a linear change in density. Therefore, a beam from a constant light source directed through the outer edge of the wedge is affected in its intensity by the location of the spot on the wedge through which the light is beamed.

Comparison is obtained in the densitometer by the use of two independent light sources. The light from one of the lamps passes through the sample while the light from the other lamp passes through the wedge. The wedge is rotated in either direction until the intensity of the light as seen through the eye-piece is equal for both the negative and the wedge. The proper reading is then taken from the circular scale attached to the wedge.

The Kodak Densitometer has been designed so that it will measure from an area no greater than 1.25 mm. in diameter. The scanning head is so located that an area can be read in the center of an 8 x 10 color transparency or negative. When the scanning head is lifted the intensity of the two lamps is automatically reduced to eliminate glare and to aid in locating the desired area while a transparency or negative is inserted for reading. When the scanning assembly is lowered it closes a switch which brings both lamps to full brilliance for easy reading.

# Strathmore Honors Employees

Twenty-five members of the Strathmore Paper Company organization at its West Springfield and Woronoco Mills were given service pins commemorating 25 years of service with the company at a banquet in their honor at the Strathmore Community Building in Woronoco, Mass. recently. The 25 employees receiving pins brings the total Strathmoreans having 25 years of service or more to 188 including 28 who have now retired from active service in the company. The active employees in this latest group bring the total number of Strathmoreans with 25 years of service or more to slightly more than

a quarter of all the company's employees. George E. Williamson, president of Strathmore, presented the service pins.

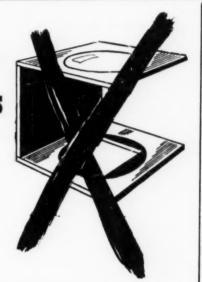
# LTF Issues Booklet

A booklet, "The Control of Tone Reproduction in Lithography,, by Michael H. Bruno and George W. Jorgensen of the LTF research staff, was recently issued by the Lithographic Technical Foundation.

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It is the offset ink of the future!

Nu-o-Lith will not grease or scum.

Nu-o-Lith is ready to run.

Nu-o-Lith gives as much as 25% greater coverage.

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Nu-o-Lith is an absolutely different approach to the lithographers problems. The exacting control of the water tolerance insures maximum color and uniformity without scumming and greasing. Nu-o-Lith is available for both single color and multicolor lithography.

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# OKAY DEVELOPING INK

A time tested material with every quality a developing ink should have—also made for deep etch plates.

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The finest negative opaque on the market—consistency and satisfaction assured.

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An opaque for paper films and glass, will not chip or crack, and dries rapidly.

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Oil Base, Film easily removed with alcohol.

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# Creative Printing From Catalog

Van's Key Plate Service, recently formed at Sioux City, Ia., is offering creative printing ideas, for many types of advertising material, in a catalog and handbook portfolio, George E. Vanden Brink, proprietor, has announced. The kit contains a sales manual comprising a colorful display of letterhead designs, cover designs, folders, blotters, menus, calendars, greeting cards, announcements, etc.

Then there is a complete file of finished art work, glossy photographs, air brush and texture patterns and press proofs of line art work. The file contains art work necessary for making any of the items in the idea sales manual. A handbook completes the portfolio, and tells how the service is used, and how to apply the ideas to specific needs. It contains tips on preparing copy for reproduction. Mr. Vanden Brink says that the material speeds up the job all along the line, provides visual material so customers know in advance what their job will

look like, and gives them prepared art work all ready for reproduction.



New IPI Ink Guide

A new 10 x 12" offset color guide, (above) and also a pocket size offset guide, have been issued by International Printing Ink, New York. The larger guide contains 108 color samples of process, halftone, and bond inks. Both coated and offset stocks are shown.

# **New Correct Bond Samples**

The first Correct Bond sample book to be issued since the war has been distributed by Howard Paper Mills, Inc., Aetna Paper Co. Division, of Dayton, through the distributing organization of Aetna, Over 15,000 copies of the book have been distributed.

They contain samples of all available standard weights in eight colors and white, including ivory, substance 20, which has been added to the list recently. It contains 24 sheets of the samples offered by Correct Bond and lists the special finishes available.

# New Ozalid Machine

A new Ozalid machine, the Super-B, which produces photocopies at speeds up to 25 feet per minute, has been announced by the Ozalid Div., General Aniline & Film Corp., Johnson City, N. Y. Exposure and dry development are combined in one automatic operation. Information is available from the manufacturer.

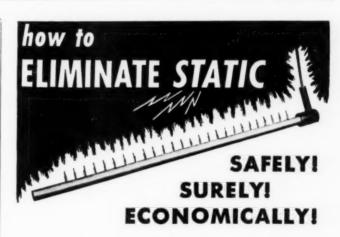
# FRANKLIN OFFSET CATALOG

is the perfect companion to your own cost system. The new Franklin Offset Catalog gives you an accurate, profitable method of valuing your lithograph orders **before** the jobs are produced. Simplify the figuring of quotations with this easy-to-use offset guide.

# WRITE TODAY FOR 60-DAY FREE TRIAL

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The moment you install the OXY NEUTRALIZER BAR, you entirely eliminate all static problems from paper, acetate and cellophane. Production is smoother . . . more efficient by far; the OXY NEUTRALIZER BAR makes extra handling unnecessary, eliminates paper jams and results in the delivery of perfectly jogged piles.

The OXY NEUTRALIZER BAR is fully guaranteed . . . designed for use on all machines . . . will pay for itself in a few short months.



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# **OUOTES**

from the mail -

Gentlemen:

I would like to thank you for having sent to me recently the various German publications: Der Polygraph, Der Graphische Markt. In Der Graphische Markt March and April publications, a report on the Leipzig convention is published. Not only products and equipment are discussed but also union matters. It appears that this convention devoted a good part to labor questions and how the German lithographer can view his future as a member of the union, and how this union will eventually join an international organization as was outlined and reported from Bern Switzerland International Litho Congress" between February 10 and 12, 1948.

Products: The various ink manufacturers showed their products and used as advertising displays prints of prewar days. Various equipment manufacturers reported on their new models and the report mentions the "Tekolux" special reproduction equipment for textile and wallpaper prints manufactured by Hoh and Hahne. The reproduction equipment of that manufacturer is not available for the time being as everything is going to Russia for the reparation account. The various manufacturers from Saxony were represented in their new unit. The various firms: Kleim & Ungerr, Scamag, Gutberlet, Hogenfrost, Gloeckner, Planeta, Victoria, Mercedes, Karl Krause and Georg Spiess belong now to one company owned by the State. One unit of that State owned company is the head organization and this organization again comprises 10 to 20 formerly privately owned individual firms. This unit showed new equipment but can only make sales against delivery of raw material as decreed recently by Saxony.

Nothing is reported on any new techniques in the litho industry. A lot of reporting is devoted to books printed by offset and most of them apparently from the Eastern Zone.

A translated report on the increased value of aluminum plates taken from the Canadian Printer appears.

The same issue offers information on the paper film manufactured by Perutz in Munich. The manufacturer has overcome a great many difficulties and it is reported that this type of film offers today good use for reproduction and contact operations. The film has no halo and consequently comes up well without shadow formation in darker areas. Like "Printon film" it can be etched just as easily. Loss of tone is similar to the Printon film. The greatest objection to this type of film is that register is hard to maintain.

The report ends by saying that on account of scarcity of raw material

nothing else can be used at present and this will mean that few new methods can be thought of in the reproduction technique.

Report on offset printing: reference is taken to American reports on the important increase of the use of offset. No figures can be stated for the whole of Germany. The articles however bring us a comparative table of what has happended in Hannover, Germany

Presses:	1939	1947
offset	35	9
stone printing	15	2
metal printing	7	2
copying	9	2
Skilled workers	1939	1947
lithographic	68	12
pressmen	72	11
transfermen	40	-
copy artists	25	5

The Polygraph reports: offset printing by negative process is discussed in the French trade paper Industries et Techniques Graphiques. An albumen plate is exposed to a negative and processed in the regular way. However, before developing, the plate is rubbed up with a lacquer and rubbed up with roller and ink, then developed in the regular way with water. The unexposed parts are dissolved and the wet plate is then placed in an electrolytic bath containing a zinc solution. Thereby more zinc is added to the image free areas and consequently the image areas are in intaglio to the plate. The electrolytic process does not take more than 2 minutes.

Henry P. Korn, New York

# New Dry Seal Campaign

A new advertising campaign for its dry sealing envelopes which require no moistening to seal, has been announced by the Self-Seal Div., U. S. Envelope Co., Springfield, Mass. A new character, called "Dry-Seal" has been created and will be used in the campaign.

# CONTROL OF !INK

(Continued from Page 67)

four filters is to be used in individual cases so as to give the highest sensitivity of measurements; that is, the largest spread of instrument readings for the smallest difference in shade.

Another problem of importance to our industry which this instrument solves is the change in appearance obtained in varnishing. This also is true in converting from flat inks to gloss inks. In this connection, we

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Speed up production, reduce waste of work and material, by using this high-precision instrument for

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  for densities up to 5.0, for plates up to 30" x 40"

  for wet and dry plates, for negatives and positives

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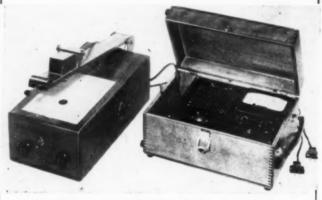
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# **PHOTOVOLT** ELECTRONIC DENSITOMETERS

For accurate measurement of density on negatives and prints



TRANSMISSION DENSITOMETER (shown above) Handles Negatives up to 22 x 28".

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would like to emphasize the use of the gloss attachments available with this type of instrument. These attachments enable you to obtain a definite reading as to the gloss, and are a further step toward standardization of the results we are obtaining in our industry. The gloss attachment can also be used in evaluating both the stock you are using and the subsequent results that are obtained from it.

We believe this to be one of the greatest advancements in the control of color. It is indispensable to the companies now actively using it. On the night shift under artificial light, the men no longer worry about whether they are carrying the right amount of ink, inasmuch as they are able to get a definite reading as to the volume. No doubt the future will see great strides in this system of color control.\*\*

# FILTERED LIGHT

(Continued from Page 50)

59G383 \$9.00 each; and 15 Amp Toggle Switches, 50c each. (If regular fluorescent tubes are used (not instant-start) you would need starters FS-4 @ 30c each, ballasts 58G483 @ \$5.00 each and starter sockets 78x x 769 @ 15c each.)

In introducing the demonstration, Mr. Stone said, "This method is not an experiment with us. It has been in actual use in our plant for a year and a half. All our continuous tone color separation negatives are made with these lights as the source of illumination. We are not entirely satisfied with the process as yet. The colored filters can be improved and we are experimenting along these lines now. Mr. Linsday of the General Electric Co. is working with us and he is furnishing the technical knowledge and equipment that we need.

"After we have standardized our filters, we would like to have a dry plate emulsion best suited for our lights. When we do get our lights and emulsion at the most efficient working point, we will want to standardize our process inks. Then we hope to get some order, in place of the trial and error methods that now exist."

# PLATE FILING

(Continued from Page 45)

good as mine as to what the result would be if one would break or fall on an employee.



THE AUTHOR

(2) Why a space saver? What part of your plant has the most unused space?—the walls.

(3) How a time saver? At a glance you can find the number; No hooks to make for each plate you hang; fewer scratched plates makes for better quality on reruns and fewer makeovers.

(4) How a cost saver? How many hours have your men spent looking for a plate which has been put in a pile (don't laugh, I've seen this in some plants) or in an overcrowded plate rack? At today's costs, you will have to agree, that sort of thing is expensive. Back again to scratched plates-plates pulled out for a rerun, possibly in two or three colors stepped two or three times for each color, are expensive to remake, if not useable because of scratches. Even if you are inclined to use scratched plates don't forget that your customer is entitled to the same quality on a rerun as on the original job. Lower rerun quality might lose a customer.

As our plates are taken from the press department each plate has written on the side of the face of the plate in yellow crayon the name and job number. This also comes plainly in view as they hang on the wall and is a double check for filing.

Our largest press is a 22 x 34, but even larger plates can be filed.  $\bigstar$ 

# Step and Repeat!

Not a machine for sale but a service to supplement your plate department.

We specialize in negatives, positives or complete plates for single or multicolor work such as labels, razor blade wrappers, precision instruments on metal or plastic, metal toys, etc.

We can handle
complete
Color Separation
including
Four Color Process,
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only the kind of work
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All classified advertisements are charged for at the rate of ten cents per word, \$2.00 minimum, except those of individuals seeking employment, where the rate is five cents per word, \$1.00 minimum. One column ads in a ruled box, \$5 per column inch. Address replies to Classified Advertisements with Box Number, care of Modern Lithography, 254 W. 31st St. New York 1. Closing date: 28th of preceding month.

perience. Available 30 days after new agreement. \$6000 or might free lance. Address Box 146, c/o Modern Lithography.

WANTED: Pressman, 12 years ex-

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POSTER Artist, Dot etch artists, steady employment. McCandlish Lithograph Corp. Roberts Avenue and Stokely Street, Philadelphia 20, Pa.

THE VULCAN PROOFING COM-PANY has an opening for a high type man to sell offset and newspaper blankets in Michigan, Ohio, Indiana, Kentucky and Tennessee. Full details of background and experience must be given in first letter to receive consideration. Reply to the Company, attention Personnel Manager, at First Avenue & 58th Street, Brooklyn, 20, New York.

DOT ETCHER: Fully experienced, wanted for Canadian firm. Must have complete knowledge of modern colour reproduction. New plant, ideal conditions. Permanent position and good salary. Write giving personal history and experience to Box 142, c/o Modern Lithography.

HELP WANTED — Cameraman, experienced in photography, platemaking, stripping and supervision of these departments. Permanent position with southern plant. Address Cameraman, Box 143, c/o Modern Lithography.

PHOTO COMPOSING OPERATOR Rutherford Photo Composing or Lanston Monotype operator for a large mid-western plant. Write stating any information about yourself, age, experience, wages desired, etc. Address Box 144, c/o Modern Lithography.

WANTED: Combination camera and plate maker. Write Pike Burden, Baton Rouge, Louisiana.

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ESTIMATOR AND PRODUCTION PLANNING. 26 years experience in letterpress and offset. Can assume responsibility. Minimum \$75 per week. Central West area preferred. Address Box 145, c/o Modern Lithography.

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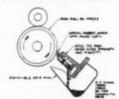
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l4" x 17" line plate, negative and metal	6.00	10.00
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perience in first-class shop, desires to make change. Will travel. Address Box 154, c/o Modern Lithography.

FOREMAN: Offset two color pressmen. 20 years experience on fine color process display work. A-1 on color matching. Desire to make change. New York area preferred. Address Box 155, c/o Modern Lithography.

### Miscellaneous:

WANTED: 17 x 22 Harris Offset Press, will pay premium price. Campbell Offset Printing Co., Inc., 222 Cedar Street, Syracuse, N. Y.

WANTED-Hand operated offset proving press for 17 x 22 plates also Davidson press. Give description, condition and price. Dunwoody Institute, Minneapolis 3, Minn.

WANTED-All types graphic arts machinery, letter, one to four colors offset rotary newspaper presses. Late models Linotypes or Intertypes, Ludlows-envelope machinery-new, rebuilt, or as is. Write giving details, year, condition, delivery and price including export packing. Address Box 147, c/o Modern Lithography.

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Golden Arrow Bronzer (or other horizontal type bronzer for cardboard work) in first class condition suitable for operating with 42"x58" or 46"x68" Harris single color presses. Reply stating price, where bronzer can be seen and price, wher full details.

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WANTED: Complete equipment for smal lithograph trade shop. Must be in good condition. Dark room type camera, with half tone screen pre-ferred. Address Box 153, c/o Modern Lithography.

# For Sale:

FOR SALE: 999 sheets M & H Litho one side zinc 29 x 46 x .020. Packed for export @ \$1.20 per sheet, f.o.b. San Francisco. Address Box 148, c/o Modern Lithography.

FOR SALE: Multilith Model 1250 Offset Duplicator with jogger, automatic vacuum feed in good as new condition. Maximum sheet size 10" x 14". \$1000 f.o.b. Texarkana. 18" Underwood typewriter, Elite - rebuilt \$125. Write Wilson Engineering Co., Texarkana, U.S.A.

FOR SALE; Harris press—S 7 L -36 x 48 automatic feed. Also a Potter press-41 x 54-Serial number

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The Williamsport Technical Institute, a public technical school, is interested in hearing from an experienced offset printer who wishes to teach. He will head a newly reorganized department of platemaking and offset press work consisting, at present, of Multilith 1250 and 2000 presses with additional equipment to be added as the department grows. this is a permanent appointment for a qualified instructor. A college graduate is preferred, but a high school graduate who has at least six years of practical experience and who has been in charge of a small shop or has instructed apprentices will be considered.

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mation address Box 151, c/o Modern Lithography.

FOR SALE-Two offset presses for immediate delivery, now running-(1) 20 x 36 Rutherford high speed (2) 20 x 28 Rutherford high speed. Both presses have and do perforating. Write The Bailey Press, 251 Causeway St., Boston, Mass.

FOR IMMEDIATE SALE: One #305 Challenge cutter, 301/2" in good condition. Reason, getting larger cutter. Price \$400 FOB Spencer. Write World's Products Co., Indiana.

FOR VACUUM FRAMES, whirlers, arc lamps and cameras see Singer Engineering Co., 248 Mulberry St., New York 12, N. Y. WA lker 5-7625.

FOR SALE-Fuchs & Lang proving press-33 x 36 bed-in perfect condition-new blanket. Address Box 152, c/o Modern Lithography.

FOR SALE: ATF chief available November, December. Only 7 months (replacing with larger press). Will take best offer. Write The P. A. Hutchison Co., Scranton 3, Pa.

# Offset Comic Promotes Safety

An offset "comic book to save lives" is being distributed by members of the National Automobile Dealers Association as a unique approach to the traffic safety problem. The comic book is composed of special drawings contributed by some of America's outstanding newspaper comic strip artists. It is called, "It's Fun To Stay Alive."

Automobile dealers are expected to give away several million copies of the book to children and adults.

"The comics have become a most powerful and universal medium," Ben T. Wright, association president, said. "This is why we believe that a comic book is a psychologically sound technique for traffic safety education." Every effort was made, in producing the book, to break away from conventional traffic safety literature, he said. A. L. Garber Co., Ashland, Ohio, produced the book.

Former Heekin Executive Dies

Osborne VP Dies

Arthur M. Edwards, vice-president

of the Osborne Company, subsidiary

of American Colortype Co., Clifton,

New Jersey, died August 22, at his

Mr. Edwards had been with the

Osborne Company for 40 years. The

firm specializes in the printing of art

calendars, blotters, and greeting cards.

Prior to becoming vice-president, he

had held positions of purchasing agent

He was a member of the Master

Printers association and served on the

board of governors as well as the labor

negotiations committee of that organi-

zation. In former years he had been

active as a member of the Chamber of

and production manager.

Commerce.

home in Upper Montclair, N. I.

Rudolph Miller, 80, superintendent of the lithographing department of the Heekin Can Co., Cincinnati, until his retirement a few years ago, died August 21 at his residence in that city.

An employe of the Heeklin compaany for 38 years, he came to Cincinnati from Connersville, Ind., in 1908. He was the oldest surviving member of the Connersville Masonic Lodge.

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Government surplus lithographic ink. Product of two leading manufacturers. This ink has been thoroughly press tested with excellent results. Packed in 1 lb. cans. Colors, black and red. Priced @ \$.45 for black and \$.60 for red. F.O.B. New York. WIRE ROPE TRADING CO., 560 Tenth Avenue, N. Y. 18, N. Y.

# Produces Chromic Acid

The Fiber Chemical Corporation of Cliffwood, N. J., reports that its recently completed plant for the manufacture of Chromic Acid (CrO<sub>3</sub>) is now in full production and that plans are already under way for a further extension of capacity as a result of the continued heavy demand.

# Wm. Disque, Syracuse, Dies

William Disque, former president of the Syracuse Lithograph Co., Syracuse, N. Y., died August 10 following a long illness.



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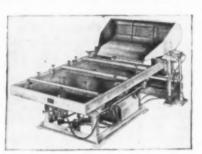
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- Specialties

# Trade Events

Mail Advertising Service Assn., 27th annual convention, Bellevue-Stratford Hotel, Philadelphia, Sept. 26-29.

National Assn. of Metal Decorators, semi-annual meeting, Stevens Hotel. Chicago, October 4, 5 & 6.

Printing Industry of America, annual convention, Edgewater Beach Hotel. Chicago, Oct. 20, 21, 22, 23.

New England Conference for the Graphic Arts, March 21, 22, 1949, Hotel Statler, Boston.

National Association of Litho Clubs. annual Convention, Mayflower Hotel. Washington, D. C., April 29 & 30, 1949.

Lithographers Natl. Assn., Annual Convention, Mission Inn. Riverside, Calif., May 8-16, 1949.

Graphic Arts Exposition, Chicago Int'l. Amphitheatre, Sept. 24-Oct. 7, 1950.

# Litho Schools

CHICAGO—Chicago Lithographic Institute, Glessner House, 1800 S. Prairie Ave., Chicago 16, III.

NEW YORK—New York Trade School, Lithographic Department, 312 East 67 St., New York, N. Y.

ST. LOUIS—David Ranken Jr. School of Mechanical Trades, 4431 Finney St. St. Louis 8, Mo.

MINNEAPOLIS—Dunwoody Industrial Institute, 818
Wayzata Blvd., Minneapolis 3, Minn.

# Trade Directory

Lithographic Tech. Foundation Wade E. Griswold, Exec. Dir. 131 East 39 St. New York 16, N. Y.

National Association of Photo-Lithographers Walter E. Soderstrom, Exec. Sec'y. 317 West 45 St.

Lithographers National Association W. Floyd Maxwell, Exec. Dir. 420 Lexington Ave. New York 17, N. Y.

National Association of Litho Clubs Wm. J. Stevens, Exec. Sec'y. 317 West 45 St. New York 19, N. Y.

Books by Offset Lithography A. A. Freeman, Exec. Dir. 1 Madison Avenue New York 10. N. Y.



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# Destination?

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# Tale Ends

THIS atomic age, it seems, is causing complications in composing rooms. But that General Electric Co. printer was not far wrong when he set the type for a new book on "Nuclear Physics." On the title page, according to the G. E. publicist, appeared the words "Unclear Physics."

Ben. C. Pittsford, former executive secretary of the Chicago Typographers Assn., is a Republican candidate for representative in the Michigan state legislature, according to word received at the Chicago organization's office. Mr. Pittsford was one of the founders and for years secretary of the Chicago trade composition group. On retiring two years ago he moved to Three Oaks, Mich., from whence he is conducting his campaign.

One of the highlights of the recent annual picnic of the Associated Printers & Lithographers of St. Louis was a live pig donated by one of the members as an attendance prize. As a surprise donation it was brought into the dining room during the course of the dinner and immediately proceeded to eat all the food passed along to it by the guests. More than 275 members and guests attended the picnic. (Including the pig.)

The Tru-Print Photo Offset Co., New York, sent out a promotion piece last month in the form of a job application. In simulated handwriting the form listed the name, address, telephone number, qualifications, experience, references and comments. The space under each heading was appropriately filled in, with information on the firm's ability and experience in producing offset work.

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